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1980 census updates

1981 SURVEY OF BUYING POWER

Featuring: Population, Effective Buying Income, And Retail Sales Of U.S. Markets

Section A.
An opportunities-oriented Markets Planning Guide that provides valuable insights to help select the right demographic and geographic markets as your most promising sales targets

Section B.
National and Regional Summaries, Market Rankings

Section C.
Metro Area, County, and City Data Listed by States

Section D.
Canada. Metro Area, County, and City Data Listed by Provinces

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What's Coming Up

What top executives earn. S&MM's annual compensation survey this year packs a surprise about how well top sales and marketing executives are doing financially. Also, for the first time, we ask them if they really earn their money. Aug. 17.

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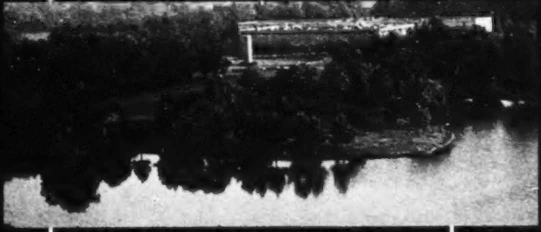

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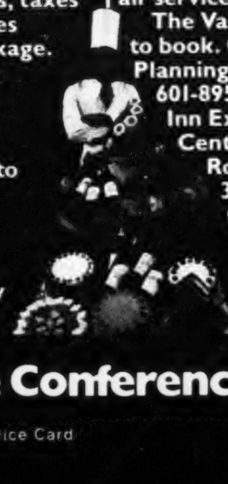

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Section A

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

A new boon for effective marketing planning

Every ten years, marketing planning gets a healthy transfusion from the decennial Census of Population and Housing. Marketing planning, which translates a company's marketing objectives into day-to-day sales strategies and tactics, depends upon the freshest information available on the local markets where the sales force is deployed. Stale, or incorrect, information will lead to faulty marketing planning, making it less likely that the company will achieve its marketing goals or produce the desired bottom-line results.

Only the decennial census, because of the financial and human resources the federal government is able to commit to it, can produce up-to-date and reliable information on the many demographic and socioeconomic facets of local markets that impinge upon the formulation of marketing planning and the execution of sales tactics. Happily for marketers, there is considerable evidence that the 1980 census, despite the horror stories that appeared in the press, was one of the most successful head-counts ever undertaken by the Census Bureau.

Hence, this year's *Survey* has a special meaning for marketing planners because it is the first comprehensive, detailed update of what the 1980 census revealed about local markets. Thus the *Survey*'s population and household data, which reveal who the marketers' prospects and customers are, comprise the most accurate and current information available on the 50 states (plus DC), 305 metropolitan markets, 684 cities, and 3,135 counties. Marketing planners can be assured, then, that their sales targets, as revealed by Sections B and C in the *1981 Survey*, are delineated with a high level of accuracy. Of course, this also means that comparing the data in this year's *Survey* with earlier editions must be done with caution because previous *Surveys* used the 1970 census as their benchmark period.

Readers will get valuable insights into Sections B and C data from the editorial material that appears in Section A. This section is divided into two parts to assist the reader in his marketing planning.

One part recaps the significant changes wrought by the 1970s in the marketing environment, as revealed by the 1980 census. What the census turned up won't be a complete surprise to veteran *Survey* users because many of the general trends confirmed by the Census Bureau had been noted in the annual *Survey*.

A second part of Section A focusses on how *Survey* users apply the data in Sections B and C to enhance their marketing planning. *Sales & Marketing Management* editors visited users to gain first-hand experience about how the data help to define sales territory boundaries, estimate product and market potential, evaluate sales force performance, compare the relative appeal of different local markets, and uncover weak spots that need corrective action.

These true-to-life experiences demonstrate how the *Survey*'s relevant, timely, and actionable information are fashioned into sophisticated planning tools. The examples described in Section A will trigger the resourcefulness of the reader into applying the data in additional areas with a greater confidence that the direct line between information and action can lead to more profitable results.

The Editors

S&MM Markets Planning Guide

Targeting sales in a changing marketplace

Although U.S. population growth in the 1970s was the slowest since the Depression, the latest census data show that sales opportunities abound for the marketer who knows where to look.

By THAYER C. TAYLOR
Editorial Director
Survey of Buying Power

Each decade leaves a distinctive stamp on the marketing terrain and provides some indication of future changes. Thus marketers who want to be sure that their planning is in tune with critical population shifts should note the following trends by the 1980 Census of Population and Housing:

◆ Population growth in the 1970s (11.4%), was the slowest since the 1930s and is a portent of what to expect in the 1980s and 1990s.

◆ Consumers rad[illegible]tered their reside[illegible]erences, making nonmet[illegible]eas expand faster than metropolitan markets—15.1% vs. 10.2%—for the first time in over 150 years.

◆ Despite the striking nonmetro gains, suburbs continued to be the fastest growing geographical unit, up 18.2%.

◆ Nearly half of the major cities (100,000 or more population) suffered losses, but the pattern differed sharply from region to region.

◆ Blacks and Hispanics significantly increased their importance as consumers.

The decade's tepid growth mostly reflected plunging birth rates as young adults married later, put off the first child, and opted for smaller families. The number of births tumbled to 33 million from 39 million in the 1960s. Census Bureau demographers expect the growth rate to dip further to 10% in the current decade and fall sharply to 7% in the 1990s.

Despite the decade's slower population growth (it was 13.3% in the 1960s), the southern and western regions grew much faster than expected, and, in fact, widened the growth gap between themselves and the northeast and midwest. Here's how the regions fared:

Region	% Change 1970–1980	% Change 1960–1970
New England	+ 4.2%	+ 12.7%
Mideast	− 0.5	+ 10.1
Great Lakes	+ 3.5	+ 11.1
Plains	+ 5.2	+ 6.0
Southeast	+ 20.1	+ 13.1
Southwest	+ 28.5	+ 16.9
Rocky Mountain	+ 30.8	+ 16.0
Far West	+ 20.6	+ 25.9
U.S.	**+ 11.4%**	**+ 13.3%**

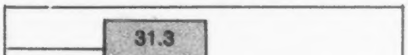
Note: See Highlight on page A-8 for component states of each region.

As can be seen, three of the four regions in the South and West accelerated their growth, while all four regions in the Northeast and Midwest trailed the prior decade's pace. The Mideast actually suffered a net loss. That the Far West advanced at a slower pace in the 1970s was due to California's decelerating from 27.0% growth in the 1960s to 18.5% in the 1970s.

The regional pattern confounded the population experts who generally expected regional differentials to *narrow* in the 1970s. Such was not the case. In the 1960s, the gap between the slowest growing region (Plains, 6.0%) and fastest growing region (Far West, 25.9%) was 19.9 points. A decade later the spread widened to more than 31 points (the difference between the Mideast's -0.5% and Rocky Mountain's +30.8%).

HIGHLIGHT

Median age of the population



Source: Census Bureau, *Age, Sex, Race, and Spanish Origin of the Population: 1980*, PC80-S1-1.
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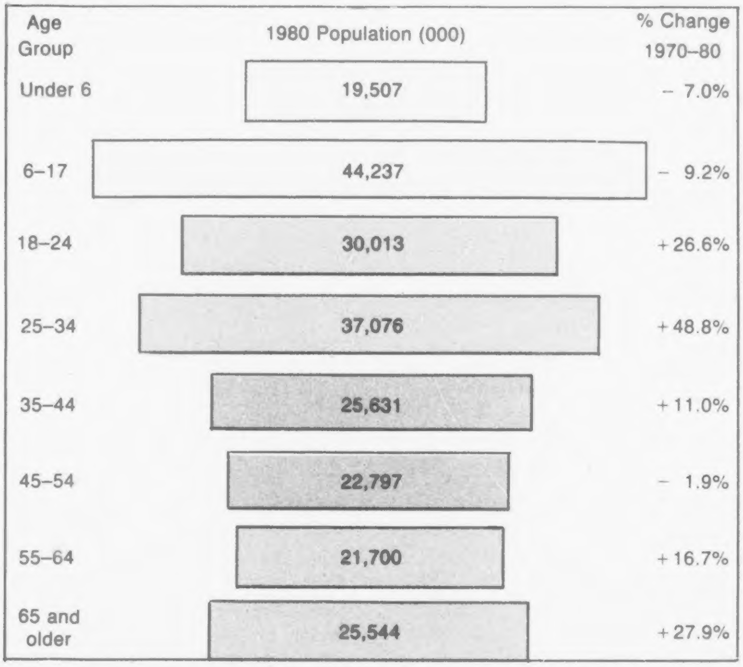
The kids are growing up



Source: Census Bureau, *Age, Sex, Race and Spanish Origin of the Population of the U.S. by Regions, Divisions, and States: 1980*, PC80-(S1)-1.
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States by median age

The youngest . . .

Rank	*State*	*Median Age 1980*	*Change (Years) 1970–80*
1.	Utah	24.2	+1.1
2.	Alaska	26.1	+3.2
3.	Wyoming	27.1	−0.1
4.	Louisiana	27.4	+2.6
4.	New Mexico	27.4	+3.5
6.	Idaho	27.6	+1.2
7.	Mississippi	27.7	+2.6
8.	South Carolina	28.2	+3.4
9.	North Dakota	28.3	+1.9
10.	Hawaii	28.4	+3.4
	. . . and the oldest		
51.	Florida	34.7	+2.4
50.	New Jersey	32.2	+2.1
49.	Pennsylvania	32.1	+1.4
48.	Connecticut	32.0	+2.9
47.	New York	31.9	+1.6
46.	Rhode Island	31.8	+2.6
45.	Massachusetts	31.2	+2.2
44.	Dist. of Columbia	31.1	+2.7
43.	Missouri	30.9	+1.5
42.	Arkansas	30.6	+1.5
	U.S.	**30.0**	**+2.0**

Source. Census Bureau, *Age, Sex, Race, and Spanish Origin of the Population by Regions, Divisions, and States: 1980*; Series PC80-SI-1.
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The regional gap is underscored by the performance of individual states. Only 3 of 12 northeastern and 5 of 12 midwestern states scored faster growth rates in the 1970s than in the preceding decade, but 11 of 12 southeastern states and 12 of 15 western states topped their earlier growth rates. One of the western "laggards" was the decade's fastest growing state, Nevada, which slipped from a 71.3% clip to 63.5%.

As a result, the 1980 census counted a lot more heads in the South and West than had been expected. For example, the *1980 Survey of Buying Power* was exactly on target with population estimates for the slower growing regions: New England, Mideast, Great Lakes, and Plains. But it underestimated the Southeast's population by 4.3%, Southwest's 5.1%, Rocky Mountain's 3.5%, and Far West's 3.8%.

Interestingly, the westward tilt took a new twist in the 1970s. The Far West, which had 4 of the 10 fastest growing states in the 1960s, included only 2 in the next decade (Nevada, 63.5%; and Alaska, 32.4%). Four of the 10 fast steppers in the 1970s were in the Rocky Mountain sector (Wyoming, 41.6%; Utah, 37.9%; Idaho, 32.4%; and Colorado, 30.7%) compared to none in the 1960s. Another 3 of the top 10 growth states in the last decade were in the Southwest (Arizona, 53.1%; New Mexico, 27.8%; and Texas, 27.1%) as against only one in the earlier decade.

A good part of the southern and western growth is due to people moving in from other regions. As Irving Leveson and Jane Newitt, consultants at the Hudson Institute, Croton-on-Hudson, NY, note: "Migration patterns appear today to be influenced more than ever by choices concerned with where to live rather than where the jobs are located. This is a natural consequence of both increased affluence and narrowing differentials in incomes between the areas. Furthermore, some of the most rapidly growing areas exhibit interesting attempts to blend technology and lifestyles and to find a new harmony with nature."

The snapshot taken by the 1980 decennial census is dramatically different from the 1950 version, the first to capture postwar demographic stirrings. Back then, the southern and western regions contained only 42.5% of the population. By 1980, they had practically

HIGHLIGHT

How states changed in the 1970s

Region/State	1980 Population	% Change 1970–80	1980 Households	% Change 1970–80
New England	**12,348,493**	**+ 4.2%**	**4,361,987**	**+19.7%**
Connecticut	3,107,576	+ 2.5	1,093,678	+17.2
Maine	1,124,660	+13.2	395,184	+30.5
Massachusetts	5,737,037	+ 0.8	2,032,717	+15.5
New Hampshire	920,610	+24.8	323,493	+43.5
Rhode Island	947,154	− 0.3	338,590	+16.1
Vermont	511,456	+15.0	178,325	+35.0
Mideast	**42,237,496**	**− 0.5%**	**15,029,523**	**+11.8%**
Delaware	595,225	+ 8.6	207,429	+25.9
Dist. of Columbia	637,651	−15.7	252,952	− 3.7
Maryland	4,216,446	+ 7.5	1,460,635	+24.3
New Jersey	7,364,158	+ 2.7	2,548,225	+14.9
New York	17,557,288	− 3.8	6,339,762	+ 7.2
Pennsylvania	11,866,728	+ 0.6	4,220,520	+13.9
Great Lakes	**41,669,738**	**+ 3.5%**	**14,650,797**	**+18.3%**
Illinois	11,418,461	+ 2.8	4,042,744	+15.4
Indiana	5,490,179	+ 5.7	1,926,978	+19.7
Michigan	9,258,344	+ 4.2	3,195,015	+20.4
Ohio	10,797,419	+ 1.3	3,833,706	+16.5
Wisconsin	4,705,335	+ 6.5	1,652,354	+24.3
Plains	**17,184,066**	**+ 5.2%**	**6,205,656**	**+20.4%**
Iowa	2,913,387	+ 3.1	1,052,847	+17.5
Kansas	2,363,208	+ 5.1	872,048	+19.9
Minnesota	4,077,148	+ 7.1	1,445,616	+25.3
Missouri	4,917,444	+ 5.1	1,793,720	+18.0
Nebraska	1,570,006	+ 5.7	571,411	+20.6
North Dakota	652,695	+ 5.6	227,657	+25.4
South Dakota	690,178	+ 3.6	242,357	+20.7
Southeast	**52,646,184**	**+20.1%**	**18,510,142**	**+38.4%**
Alabama	3,890,061	+12.9	1,341,302	+29.7
Arkansas	2,285,513	+18.8	815,664	+32.5
Florida	9,739,992	+43.4	3,741,356	+63.8
Georgia	5,464,265	+19.1	1,872,089	+36.7
Kentucky	3,661,433	+13.7	1,263,565	+28.5
Louisiana	4,203,972	+15.3	1,411,113	+34.1
Mississippi	2,520,638	+13.7	827,169	+29.9
North Carolina	5,874,429	+15.5	2,040,562	+35.2
South Carolina	3,119,208	+20.4	1,029,796	+40.2
Tennessee	4,590,750	+16.9	1,618,361	+33.4
Virginia	5,346,279	+14.9	1,862,854	+34.0
West Virginia	1,949,644	+11.8	686,311	+25.4
Southwest	**21,271,483**	**+28.5%**	**7,444,789**	**+45.6%**
Arizona	2,717,866	+53.1	956,717	+77.4
New Mexico	1,299,968	+27.8	440,575	+52.2
Oklahoma	3,025,266	+18.2	1,118,532	+31.5
Texas	14,228,383	+27.1	4,928,965	+43.5
Rocky Mountain	**6,551,312**	**+30.8%**	**2,283,323**	**+49.3%**
Colorado	2,888,834	+30.7	1,060,822	+53.5
Idaho	943,935	+32.4	324,107	+48.0
Montana	786,690	+13.3	283,742	+30.6
Utah	1,461,037	+37.9	448,603	+50.6
Wyoming	470,816	+41.6	166,049	+58.7
Far West	**32,596,053**	**+20.6%**	**11,890,392**	**+34.9%**
Alaska	400,481	+32.4	131,068	+65.8
California	23,668,562	+18.5	8,630,198	+31.3
Hawaii	965,000	+25.3	294,051	+44.8
Nevada	799,184	+63.5	304,001	+89.9
Oregon	2,632,663	+25.9	991,393	+43.3
Washington	4,130,163	+21.0	1,539,681	+39.3
U.S.	**226,504,825**	**+11.4%**	**80,376,609**	**+26.7%**

Sources: Census Bureau, *U.S. Summary: Final Population and Housing Unit Counts*, PHC80-V-1; special tabulation by Population Division, *Population and Households by Regions, Divisions, and States: 1980 and 1970*.

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drawn even with the northeastern and midwestern regions, representing 49.9% of all consumers.

Today, they probably account for more than half, and their edge will expand in the years ahead. A survey by the Ogilvy & Mather ad agency finds a strong potential for continued migration to the growth centers. Twice as many respondents in the Northeast and Midwest expressed a desire to relocate as compared to the South and West. And, apparently disregarding the views of the Hudson Institute, 75% of the would-be migrants opted for the South or West because of better economic prospects.

This tilt in the balance of power, symbolized by the Houston–Los Angeles axis displacing the New York–Chicago axis, has many implications for marketers. Obviously, southern and western lifestyles will weigh more heavily in the development of new products and services. The laws enacted by Congress will increasingly reflect the concerns of people west of the Mississippi and south of the Mason Dixon line. What's more, the country's perception of the world in all probability will gradually shift from a European orientation to an Asiatic one.

The 1970s brought a dramatic departure from previous trends as growth in nonmetro areas outpaced the metro areas. This was a sharp turnaround from the 1960s, when the metro areas grew four times faster than rural areas.

Stimulating rural growth, says population analyst Calvin Beale, U.S. Dept. of Agriculture, are the energy and other mining developments, resort activities, migrating retirees, urban flight or the back-to-nature movement, and comparatively higher birth rates. He notes that every state except Rhode Island experienced nonmetro growth, but that five states (four in the Northeast, one in the Midwest) suffered declines in metro population.

However, if many people are turning their backs on metro

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locales, they're not straying too far from the reservation. Daniel B. Levine, acting director of the Census Bureau, points out that "about 60% of the nonmetropolitan growth was in counties that abut metropolitan areas."

The continued buildup of rural areas will bring about a shift in sales strategy by marketers. In the past, they concentrated on differences between central city and suburb. In the future, they'll likely be more concerned with the differences between suburbs and rural areas. The trends are already established. Between 1970 and 1980, the central cities' share of U.S. population slipped from 33.4% to 30.0% while the suburban portion rose from 42.2% to 44.8% and the nonmetro share edged up from 24.4% to 25.2%.

Marketers who go after the nonmetro market will find it more complicated than selling to the more compact suburbs and central cities, however. Because rural areas are less densely settled, this means higher unit costs for reaching a given number of prospects. On the other hand, this will give a boost to the newer communications technologies, such as cable TV and direct broadcast satellites.

While there's no discounting the growing preference for nonmetro areas, marketers should be aware that many smaller metros are still posting healthy growth rates. The 12 metros with 2.5 million population or more in 1980 grew only 4.5% in the 1970s, according to an analysis by Richard L. Forstall, staff assistant in the Census Bureau's population division. But the 20 markets with between 1 million and 2.5 million, he adds, had an 11.9% increase, which was more than the all-U.S. average.

"During the 1960s," he says, "the two groups grew at practically the same rate—18.2% for the largest metros, 18.4% for the others." While he hasn't completed his analysis, he expects that markets below the 1

New metro and consolidated areas

Final population counts from the 1980 census led to the creation of 35 new Standard Metropolitan Statistical Areas (SMSAs)—14 in the South, 9 in the West, 7 in the Northeast, and 5 in the Midwest. In size, the new markets range from Victoria, TX, 68,807, to Portsmouth-Dover-Rochester, NH-ME, 415,419. The new metros bring the *Survey*'s total of SMSAs to 305.

One metro area, Rapid City, SD, was eliminated because it failed to meet the new criteria. Briefly, an area qualifies as an SMSA if (1) there is a city of 50,000 population, or (2) an urbanized area of 50,000 with a total metro population of at least 100,000.

The Office of Management and Budget (OMB) also designated three new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs. They are: Dayton-Springfield, OH; Indianapolis-Anderson, IN; and Providence-Fall River, RI-MA. Two existing SCSAs were enlarged with the addition of new metros. Kenosha, WI, was added to the Chicago-Gary, IL-IN, SCSA and Santa Rosa to the San Francisco-Oakland-San Jose, CA, SCSA.

Here are the 35 new metro areas:

State *Market*	*1980* *Pop.*	*% Gain* *1970–80*
CALIFORNIA		
Chico	143,851	41.1%
Redding	115,715	49.0
Visalia-Tulare-Porterville	245,751	30.5
Yuba City	101,979	17.7
FLORIDA		
Fort Walton Beach	109,920	24.6
Ocala	122,488	77.4
GEORGIA		
Athens	130,015	20.7
MAINE		
Bangor	165,429	11.2
MARYLAND		
Cumberland	107,782	0.6%
Hagerstown	113,086	8.9
MICHIGAN		
Benton Harbor	171,276	4.5
MISSOURI		
Joplin	127,513	13.0
NEW HAMPSHIRE		
Portsmouth-Dover-Rochester	415,419	29.4
NEW YORK		
Glens Falls	109,649	7.4
Newburgh-Middletown	259,603	17.1
NORTH CAROLINA		
Hickory	130,207	18.0
Jacksonville	112,784	9.4
Salisbury-Concord	185,081	12.4
OHIO		
Newark	120,981	12.2
OREGON		
Medford	132,456	40.1
PENNSYLVANIA		
Sharon	128,299	0.8
State College	112,760	13.6
SOUTH CAROLINA		
Anderson	133,235	26.3
Florence	110,163	22.9
Rock Hill	106,720	25.2
TEXAS		
Victoria	68,807	28.0
VERMONT		
Burlington	154,935	15.6
VIRGINIA		
Charlottesville	113,568	26.9
Danville	111,789	6.3
WASHINGTON		
Bellingham	106,701	30.2
Bremerton	146,609	44.1
Olympia	124,624	61.6
WISCONSIN		
Sheboygan	100,935	4.4
WYOMING		
Casper	71,856	40.2

Notes: Data are for April 1, 1980, hence will differ from totals in Section C, which are as of Dec. 31, 1980. The New England SMSAs were calculated on the basic of county units, whereas the federal government uses cities and townships for defining New England SMSAs.

Source: S&MM calculations based upon individual state reports from the PHC80-V series of the *1980 Census of Population and Housing*.

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HIGHLIGHT

Postwar tilt in population

Region	*% of U.S. Population* *1980*	 *1950*	*Change*
New England	5.5%	6.2%	−0.7
Mideast	18.6	22.2	−3.2
Great Lakes	18.4	20.1	−1.7
Plains	7.6	9.3	−1.7
Southeast	23.2	22.3	+0.9
Southwest	9.4	7.5	+1.9
Rocky Mountain	2.9	2.3	+0.6
Far West	14.4	10.1	+4.3

Source: S&MM calculations.

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million level will show even faster growth rates for the 1970s that will eclipse the nonmetros' 15.1% gain.

The pattern of slower growth among the largest markets prevailed in all four major regions except the South. There, the biggest metros grew 24.0% vs. 18.8% for the 1 million–2.5 million group. Forstall reasons: "The South still has sizable concentrations of farm or other rural population from which many young people still move to large cities when they enter the labor force."

HIGHLIGHT

Fastest growing markets in the 1970s

Growth Rank	Metro Area	% Increase 1970–80	Population 1980
1.	Fort Myers-Cape Coral, FL	**94.2%**	204,314
2.	Las Vegas, NV	**69.1**	462,218
3.	Sarasota, FL	**67.5**	201,731
4.	Fort Collins, CO	**66.0**	149,278
5.	Fort Lauderdale-Hollywood, FL	**62.2**	1,005,507
6.	Bryan-College Station, TX	**61.2**	93,487
7.	Reno, NV	**60.1**	193,870
8.	West Palm Beach-Boca Raton, FL	**58.2**	551,961
9.	Provo-Orem, UT	**57.7**	217,281
10.	Phoenix, AZ	**55.6**	1,511,552
11.	McAllen-Pharr-Edinburg, TX	**54.2**	279,857
12.	Boise, ID	**54.0**	172,843
13.	Richland-Kennewick-Pasco, WA	**53.5**	143,287
14.	Orlando, FL	**53.3**	694,645
15.	Tucson, AZ	**51.2**	531,896
16.	Santa Cruz, CA	**51.0**	186,873
17.	Bradenton, FL	**50.4**	146,048
18.	Brownsville-Harlingen-San Benito, TX	**48.3**	208,222
19.	Daytona Beach, FL	**48.0**	250,924
20.	Austin, TX	**47.8**	532,811
21.	Houston, TX	**44.6**	2,891,146
22.	Tallahassee, FL	**43.6**	157,076
23.	Santa Rosa, CA	**42.7**	292,275
24.	Tampa-St. Petersburg, FL	**42.4**	1,550,035
25.	Lakeland-Winter Haven, FL	**40.9**	321,919

Source: Census Bureau.
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When to expect 1980 census reports

Code Number	Title of Report	Tentative Release Dates	Format
PC80-1-A	Number of Inhabitants	July 1981–Dec. 1981	Book
PC80-1-B	General Population Characteristics	Oct. 1981–Mar. 1982	Book
HC80-1-A	General Housing Characteristics	Oct. 1981–Mar. 1982	Book
PHC80-1	Block Statistics	Nov. 1981–Apr. 1982	Microfiche
PHC80-3	Summary Characteristics for Governmental Units and Standard Metropolitan Statistical Areas	Jan. 1982–July 1982	Book
PC80-1-C	General Social and Economic Characteristics	June 1982–Dec. 1982	Book
HC80-1-B	Detailed Housing Characteristics	June 1982–Dec. 1982	Book
PHC80-2	Census Tracts	June 1982–Jan. 1983	Microfiche
PC80-1-D	Detailed Population Characteristics	Jan. 1983–Sept. 1983	Microfiche
HC80-2	Metropolitan Housing Characteristics	Jan. 1983–Oct. 1983	Microfiche

Note: The reports will be issued on a flow basis for individual states, followed by a U.S. Summary report.

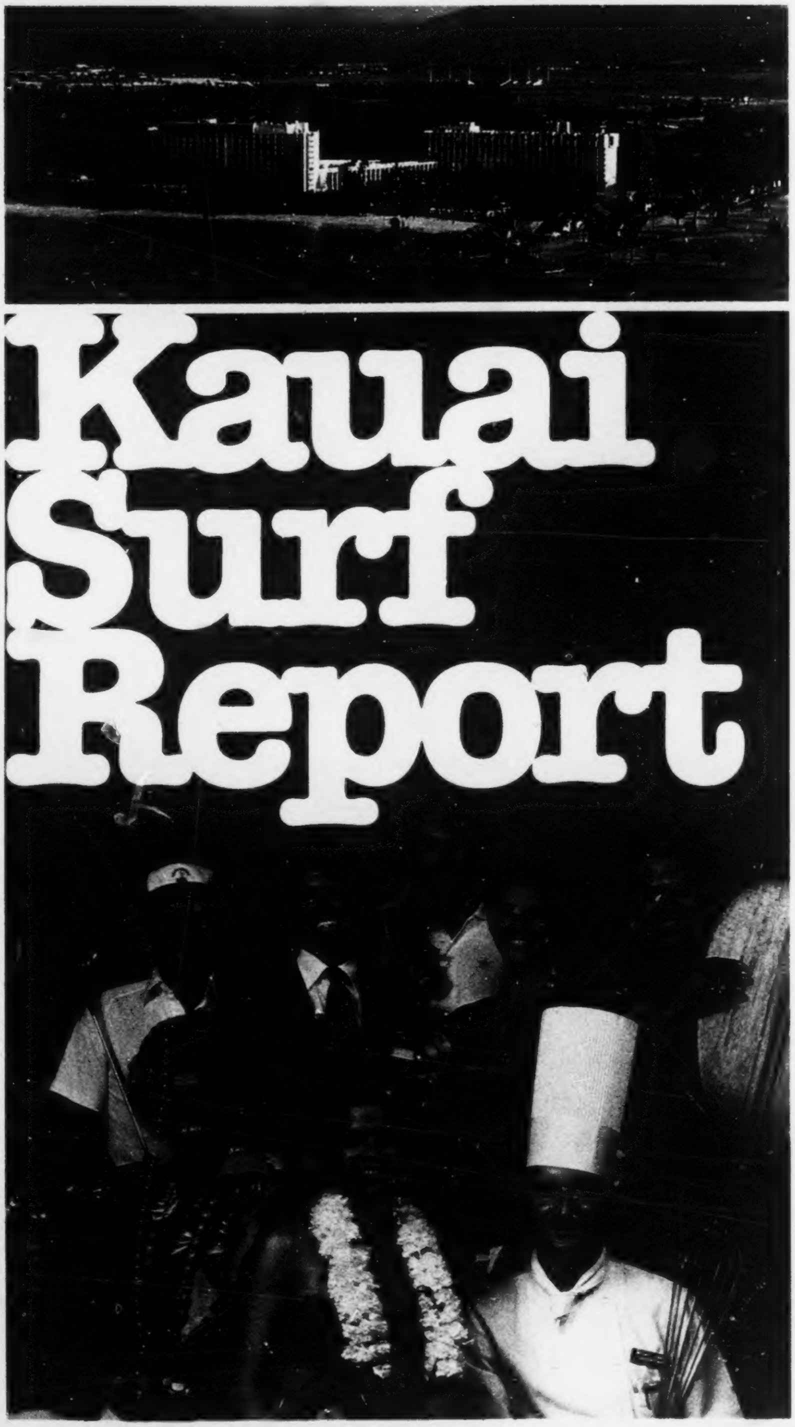
The fastest growing metro markets are lopsidedly bunched up in just two states. Among the 25 markets with the steepest growth rates in the 1970s, 10 are in Florida and 5 in Texas. Three of the top five are in Florida: Fort Myers-Cape Coral, in first place with 94%; third-ranked Sarasota, 68%; and fifth-ranked Fort Lauderdale-Hollywood, 62%.

All told, 10 of the 25 fastest growing markets are in the Southeast, 7 in the Southwest, 5 in the Far West, and 3 in the Rocky Mountains. Further confirming the regional disparities is the fact that among the 28 metro markets with a shrinking population 8 are in New England, 10 in the Mideast, 9 in the Great Lakes, and 1 in the Rocky Mountain sector. The biggest metro losers: New York, NY, down 9.0%; Jersey City, NJ, 8.6%; Cleveland, 8.1%; Buffalo, 8.0%, and Utica-Rome, NY, 6.2%.

Despite the popular image of a lemming-like exodus from urban centers, most of the major cities (100,000 or more population) ended the decade with more inhabitants than at the start. But none of the 23 major cities in the Northeast, and only 8 of 39 in the Midwest, enjoyed an increase. In contrast, 46 of 60 major cities in the South, as well as 39 of 47 in the West, achieved population gains.

Several major cities, all but one of which are in the South or West, scored spectacular gains. Anchorage, AK; Mesa, AZ; and Aurora, CO, more than doubled the number of consumers. Gains of better than 50% were racked up by Lexington-Fayette, KY; Sterling Heights, MI; Arlington, TX; Modesto, CA; Garland, TX; Tempe, AZ; Colorado Springs, CO; Virginia Beach, VA; Bakersfield, CA; and Oxnard, CA.

As in the case of metro mar-



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kets, it's the biggest cities that are hurting the most, with distinctive regional variations. The 10 biggest cities in the Northeast suffered a collective 12.6% loss of consumers, and their counterparts in the Midwest an even greater 13.5% loss. In the South, the biggest cities were at a virtual standoff, dipping a slight 0.4%. The West's big 10 bucked the trend, scoring a 12.9% gain.

Many observers see the Houston–Los Angeles axis setting the tempo for the future just as the New York–Chicago axis has until now. The 1970s underscored that power shift. Houston's population swelled 29.2%, to 1.6 million, while Los Angeles's rose 5.5%, to a shade under 3 million. Moving in the opposite direction, New York City's population declined 10.4%, to 7.1 million, while Chicago's plunged 10.8%, to 3 million.

Ethnic markets will figure more importantly in marketers' sales strategies, if the results of the 1980 decennial census are an indication. For one thing, the two biggest minorities posted above-average growth rates: blacks increasing 17.3%, to 26.5 million, Hispanics 61%, to 14.6 million. For another, the two increased their relative importance in many local markets.

Part of their faster growth is due to a younger age mix and higher birth rates. The Hispanics' unusual growth is also due, say Census Bureau officials, to greatly increased immigration, improved questionnaire design, more efficient census taking, and an effective public relations campaign by community groups.

Twelve states now have more than one million blacks, up from nine in 1970. The newcomers: Michigan, Ohio, and Virginia. Black population increased more rapidly than total population in all of the regions but two, Southesast and Southwest. The strongest black gains were in the Rocky Mountain, up 49%; Far West, 33%; and

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HIGHLIGHT

Leading black markets

Rank	City	Black Pop. 1980	% Of City Pop.	% Of U.S. Black Pop.
1.	New York, NY	1,784,124	25.2%	6.7%
2.	Chicago, IL	1,197,000	39.8	4.5
3.	Detroit, MI	758,939	63.1	2.9
4.	Philadelphia, PA	638,878	37.8	2.4
5.	Los Angeles, CA	505,208	17.0	1.9
6.	Washington, DC	448,229	70.3	1.7
7.	Houston, TX	440,257	27.6	1.7
8.	Baltimore, MD	431,151	54.8	1.6
9.	New Orleans, LA	308,136	55.3	1.2
10.	Memphis, TN	307,702	47.6	1.2
11.	Atlanta, GA	282,912	66.6	1.1
12.	Dallas, TX	265,594	29.4	1.0
13.	Cleveland, OH	251,347	43.8	0.9
14.	St. Louis, MO	206,386	45.6	0.8
15.	Newark, NJ	191,743	58.2	0.7
16.	Oakland, CA	159,234	46.9	0.6
17.	Birmingham, AL	158,223	55.6	0.6
18.	Indianapolis, IN	152,626	21.8	0.6
19.	Milwaukee, WI	146,940	23.1	0.6
20.	Jacksonville, FL	137,324	25.4	0.5
21.	Cincinnati, OH	130,467	33.8	0.5
22.	Boston, MA	126,229	22.4	0.5
23.	Columbus, OH	124,880	22.1	0.5
24.	Kansas City, MO	122,699	27.4	0.5
25.	Richmond, VA	112,357	51.3	0.4
26.	Gary, IN	107,644	70.8	0.4
27.	Nashville-Davidson, TN	105,942	23.3	0.4
28.	Pittsburgh, PA	101,813	24.0	0.4

Source: S&MM calculations based upon a tabulation of 1980 census data by the Population Division, Census Bureau, titled *Cities of 50,000 or More by Race and Spanish Origin: 1980*.
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Leading Hispanic markets

Rank	City	Hispanic Pop. 1980	% Of City Pop.	% Of U.S. Hispanic Pop.
1.	New York, NY	1,405,957	19.9%	9.6%
2.	Los Angeles, CA	815,989	27.5	5.6
3.	Chicago, IL	422,061	14.0	2.9
4.	San Antonio, TX	421,774	53.7	2.9
5.	Houston, TX	281,224	17.6	1.9
6.	El Paso, TX	265,819	62.5	1.8
7.	Miami, FL	194,087	55.9	1.3
8.	San Jose, CA	140,574	22.1	1.0
9.	San Diego, CA	130,610	14.9	0.9
10.	Phoenix, AZ	115,572	14.6	0.8
11.	Albuquerque, NM	112,084	33.8	0.8
12.	Dallas, TX	111,082	12.3	0.8
13.	Corpus Christi, TX	108,175	46.6	0.7
14.	Hialeah, FL	107,908	74.3	0.7
15.	Denver, CO	91,937	18.7	0.6
16.	Santa Ana, CA	90,646	44.5	0.6
17.	Laredo, TX	85,076	93.0	0.6
18.	San Francisco, CA	83,373	12.3	0.6
19.	Tucson, AZ	82,189	24.9	0.6
20.	Brownsville, TX	71,139	83.7	0.5
21.	Austin, TX	64,766	18.7	0.4
22.	Philadelphia, PA	63,570	3.8	0.4
23.	Newark, NJ	61,254	18.6	0.4
24.	Fresno, CA	51,489	23.6	0.4
25.	Long Beach, CA	50,700	14.0	0.3

Source: S&MM calculations based on a summary prepared by the Population Div. of the Census Bureau, *Cities of 50,000 or More by Race and Spanish Origin*.
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New England, 20%. However, their presence is still relatively rare in two of those regions: Rocky Mountain, where they account for less than 2% of the population, and New England, 4%.

As a result of their faster growth, blacks account for 11.7% of the U.S. population but a bigger 20.2% in the Southeast and 13.9% in the Mideast. Hispanics represent 6.4% of the total population, which means the time is not far off when these two minorities will represent one of every five sales prospects.

One factor that makes the ethnic market an attractive sales target is its high degree of concentration. Some 66% of blacks live in the 12 states that have 1 million or more inhabitants, and more than 60% of Hispanics dwell in only three states: California, Texas, and New York.

Among the major metro areas, blacks and Hispanics combined represent more than 30% of the consumers in eight markets. They are: Miami, 52.9%; San Antonio, 51.7%; Memphis, 40.8%; Los Angeles-Long Beach, 40.2%; New York, 37.7%; New Orleans, 36.7%; Houston, 32.8%; and Washington, DC, 31.0%.

While more than half of blacks still live in central cities, the 1970s saw the beginnings of a significant shift to the suburbs along the lines of what whites had done three decades earlier. Overall, blacks still account for a small fraction of suburbanites, but in several major markets that share rose significantly in the 1970s. Blacks' share of suburban population rose from 8.3% in 1970 to 16.7% in 1980 in Washigton, DC; 8.4% to 13.5% in Atlanta; 8.8% to 13.8% in Newark, NJ; 3.4% to 7.1% in Cleveland; 7.0% to 10.6% in St. Louis; 6.2% to 9.6% in Los Angeles-Long Beach, and 6.0% to 9.1% in Baltimore.

This is but one of the many surprising, but valuable, pointers the 1980 decennial census has in store for marketers.

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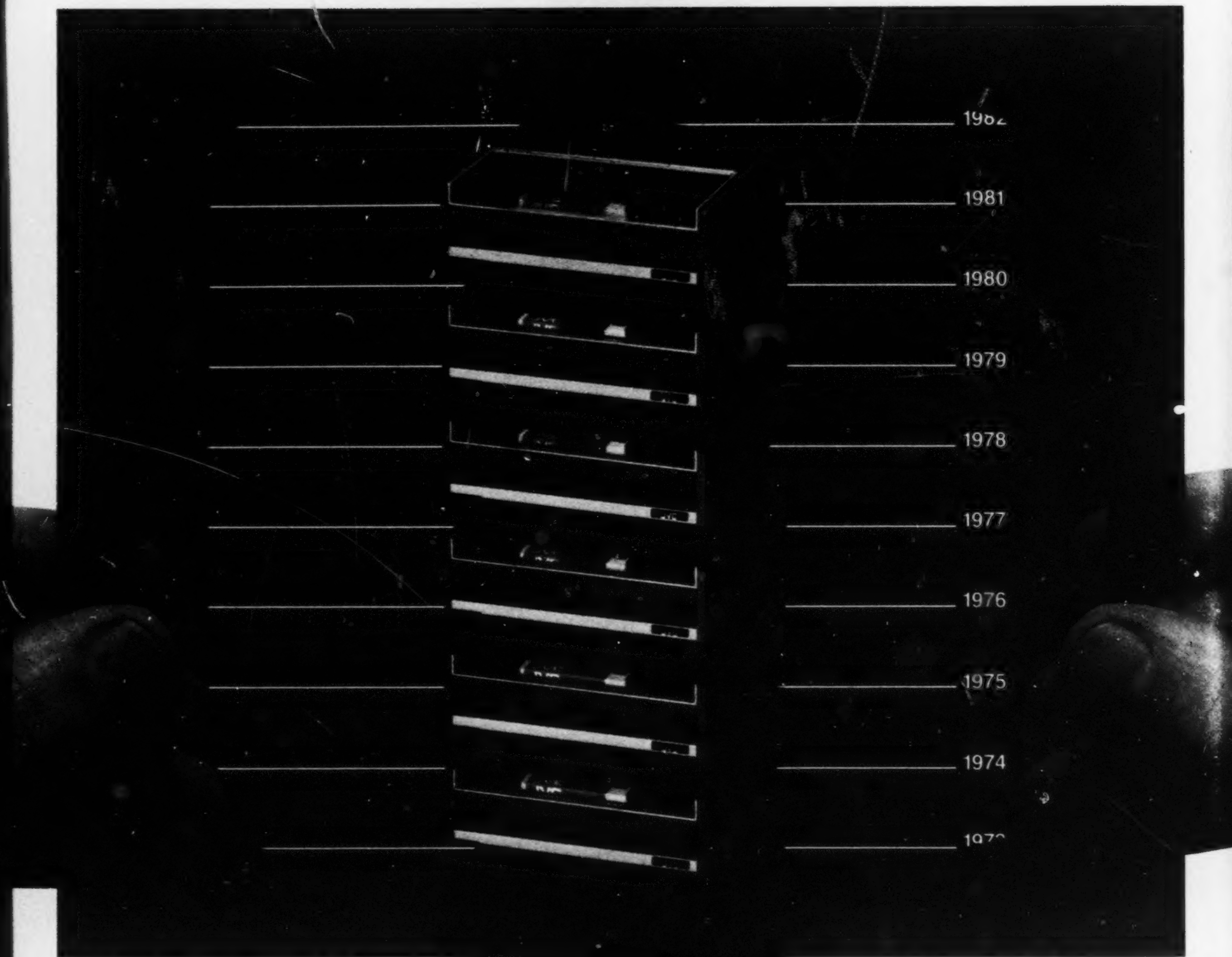

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HIGHLIGHT

States by household size

The smallest . . .

Rank	*State*	*Persons Per Household*	*% Change 1970–80*
1.	Dist. of Columbia	2.39	−12.1%
2.	Florida	2.55	−12.1
3.	Nevada	2.59	−13.4
4.	Oregon	2.60	−11.6
5.	Washington	2.61	−12.4
6.	Kansas	2.62	−11.8
6.	Oklahoma	2.62	− 9.7
8.	Colorado	2.65	−14.0
9.	Nebraska	2.66	−11.8
10.	Missouri	2.67	−10.4

. . . and the largest

Rank	*State*	*Persons Per Household*	*% Change 1970–80*
51.	Utah	3.20	− 7.5%
50.	Hawaii	3.15	−12.3
49.	Mississippi	2.97	−12.4
48.	Alaska	2.93	−16.8
48.	South Carolina	2.93	−13.6
46.	Louisiana	2.91	−13.6
45.	New Mexico	2.90	−15.5
44.	Idaho	2.85	−10.1
43.	Georgia	2.84	−12.6
43.	Michigan	2.84	−13.1
43.	New Jersey	2.84	−10.4
43.	Alabama	2.84	−12.6
	U.S.	**2.75**	**−11.6%**

Source: Census Bureau, *Population and Households by Regions, Divisions, and States: 1980 and 1970.*

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The *Survey* is rich with facts about people, their buying power, their spending patterns—in short, a wealth of information that sales managers need when making crucial decisions. Whether the challenge is to plan for the coming year, organize the current year, or review the previous year, the *Survey* helps you meet it. Increased competition in the marketplace, the rising cost of bad decisions that rivals are quick to exploit, and the growing emphasis placed on scientific decision-making all make the *Survey* required reading for the sales manager who wants to work smarter, not just harder.

Below, we show how companies use the *Survey* in three vital phases of sales management—planning, organization, and review.

PLANNING

Test Marketing

Earlier this year, Clairol, Inc., wanted to test market a new home-permanent product. George W. Matson, senior director of sales merchandising, studied the *1980 Survey of Buying Power*'s metropolitan market statistics, in Section C. "The *Survey* is one of the most important tools we use to try to determine where to test market our items," Matson says. "And because we have more than 350 items, we're always test marketing something somewhere."

Matson wanted to determine which of Clairol's 15 sales regions contained the most potential consumers for the home permanent product: women older than 35 and households with incomes of between $10,000 and $25,000 a year. "We found that our Cleveland region, which includes Cleveland, Pittsburgh, and Buffalo, had the most, so we decided to test market the product there," Matson says (see table, p. A-20).

Matson looked at two other *Survey* categories as well before settling with certainty on the Cleveland sales region. He checked the Effective Buying Income (EBI) and the Buying Power Index (BPI) of the major cities and counties in that sales region to insure that the targeted consumers for the home permanent did, indeed, have enough disposable income to spend on such a product.

When the EBI and the BPI confirmed the overall market potential and ability to buy, Clairol put its test marketing in gear.

Market Selection

When deregulation began sweeping through the airline industry four years ago, British Airways, London, saw it as a chance to expand its service in the U.S. "We had to determine the metropolitan areas that held the most potential for our service," John Power, market analysis manager, U.S.A., says. "Because you have to be flexible and be able to react quickly to survive in this industry today, we have to continually update our research. The *Survey*, along with other data that we use, enables us to pinpoint the metro areas where we want to operate by giving us

Clairol: Selecting test markets

Metro Area	Age As % Of Population 18–24	25–34	**35–49**	**50 & Over**	*% of Hslds. by EBI Group* *(A) $8,000–$9,999* *(B) $10,000–$14,999* *(C) $15,000–$24,999* *(D) $25,000 & Over* A	B	**C**	D	BPI	Total EBI ($000)
Buffalo	12.4	14.3	**17.2**	**28.0**	4.9	15.8	**35.7**	23.4	.5644	$ 9,196,155
Pittsburgh	11.6	14.4	**17.9**	**30.7**	4.6	13.6	**34.5**	28.4	1.0156	16,718,077
Cleveland	12.3	16.0	**17.7**	**26.6**	3.8	10.9	**31.0**	38.2	.9528	16,079,692

When it wanted to test market a new home-permanent product, Clairol used the "Survey" to determine which of the company's regions contained the most older adults and moderate to high income groups.

Elizabeth Arden: Analyzing markets

Metro Area	% Of U.S. Population	General Mdse. Sales	Drugstore Sales	% Of Company's Total U.S. Sales	**Relative Strength Index**
Anniston, AL	.0541	$ 49,982	$ 12,538	.0390	**.721**
Birmingham, AL	.3743	429,430	104,878	.4035	**1.078**
Florence, AL	.0584	68,869	11,495	.0452	**.774**

Elizabeth Arden's formula for market analysis provides a Relative Strength Index in which 1.000 is the norm. Using hypothetical numbers for the purpose of illustration, the table above shows that sales in Anniston and Florence fell below expectations, but were stronger than expected in Birmingham.

Pennsylvania Dutch Co.: Setting quotas with the BPI

State	BPI	BPI × Total U.S. Sales ($10,000,000)	Company's State Sales	**Quota Performance**
New Hampshire	.4010	$ 40,100	$ 75,000	**1.87**
Massachusetts	2.5941	259,410	200,000	**.77**
Vermont	.2017	20,170	20,000	**.99**

Pennsylvania Dutch Co. uses the BPI to help set sales quotas in each state. Then the company divides actual state sales by the BPI-indicated sales potential, with 1.00 representing the norm. In the table above, hypothetical sales figures are used for the purpose of illustration.

population and demographic breakdowns. It enables us to forecast remarkably well."

For example, after deregulation hit, Power saw that the cities of Seattle, Denver, Cleveland, Pittsburgh, New Orleans, and Tampa were, as he puts it, "up for grabs. We looked at them further and set priorities for them." For each metropolitan market, Power broke out the statistics that helped him determine how many people fit his airline's passenger profile.

"At first glance, you'd think that we'd be interested in cities like Cleveland and Pittsburgh because they are corporate and industrial centers with solid individual economic bases," Power notes. "But of those six cities, the two we're operating out of today are Seattle and New Orleans."

Why? Power lopped from each metro area households with incomes under $25,000 a year, focussed on the number of men in each market instead of women (because men do more business travelling than women), and used government statistics to determine how many passport holders live in each market. That done, he discovered that Seattle and New Orleans held far more promise for British Airways than Pittsburgh and Cleveland.

"The *Survey* gives me the three pieces of information that we need to combine with our other data and that show us where we want to be: population, household income groups, and average household income," Power says.

Market Evaluation

The Pottery Barn, Inc., New York City, a privately owned company that sells contemporary housewares in 18 retail outlets in the greater New York area, has been so successful in recent years in the nation's largest metropolitan market that it is considering an expansion into other markets via franchising. As a result, vice president for advertising Arlene Hearst used S&MM's *Survey of Buying Power* for the first time in 1980.

"We use it to help us determine where Pottery Barn franchises would be successful should we decide to pursue that course," she says. In making that determination, the company is looking for metropolitan markets that show strength in BPI, EBI, and retail sales and have a high concentration of (1) persons between the ages of 25 and 49 and (2) households with incomes of over $15,000.

"The *Survey* won't only help us decide whether to franchise, but especially where," Ms. Hearst says.

Sales Territory Potential

For James Ethridge, president of Howe Furniture Corp., New York City, the *Survey* is "a valuable tool in determining the potential of a sales territory," even though he sells only industrial furniture.

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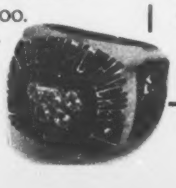

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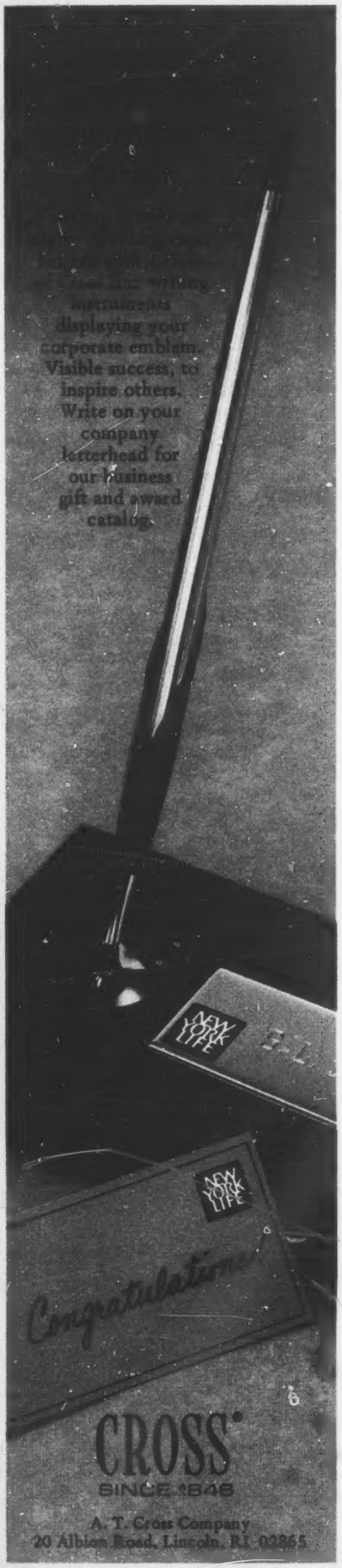

fices, institutions and the like," Ethridge says. "But the BPI is a good yardstick for me to evaluate whether my sales reps are getting their share in their territories."

For example, he notes the state of Michigan has a BPI of 4.3879, "but the auto industry is in a slump so a decrease in my sales there is understandable." Generally, Ethridge says, a healthy BPI indicates a strong industrial market for his goods. "The correlation is reliable," he says.

Sales Strategy

At Elizabeth Arden, New York City, the most important figures provided by the *Survey* are the retail sales by store group, specifically general merchandise group sales and drugstore sales, because that's where Elizabeth Arden products are sold. "We set up a computer report for our sales along the same lines as the *Survey* is set up—county by county," says Sandra Betner, national sales analyst (see table, p. A-20).

The first county listed in the *Survey* is Anniston, AL, population 120,000, which represents .0541% of the U.S. total. "Our computer gives me the accounts we have in Anniston, broken down by department [general merchandise] and drug stores, and what our total sales were in each," Betner says. "I then get a total sales figure for Anniston County and figure what percentage it was of our national sales. When I compare that to the percentage of the total U.S. market that Anniston represents, I get what we call our 'relative strength' figure. This is what we're really looking for."

Betner does the same calculation for each state and for each geographic region, such as Middle Atlantic, Mountain, and Pacific. Her analysis of the statistics revealed that in 1980, "the areas showing the strongest increase in sales also showed the strongest relative strength figure and those with the weakest increases showed the weakest relative strength." This tells Elizabeth Arden that its growth rate in 1980 was faster in its stronger markets than in its weaker markets.

For Elizabeth Arden, the *Survey* is a key to strategy planning for each year, telling the company where to focus its efforts. "It's the only outside data we use," Betner notes. "Without the *Survey*, all we'd really have to use in planning the coming year is this year's sales versus last year's."

ORGANIZATION

Market Analysis

For F.W. Woolworth Co., often the difference between success or failure for a particular store is the location, says Martin B. Tolep, corporate economist. "It's a critical factor, on a par with consumer spending levels," he says. "And when you're talking about location, you've got to be specific and precise. Everybody can say Sunbelt. That's easy. But it doesn't tell us enough."

Tolep gets many specifics from the *Survey*. "I look at three figures for each market—income, age distribution, and retail sales. The retail sales totals, broken down by type of outlet in the *Survey*, are very important to us, and we can't get that kind of information from the government or elsewhere."

Tolep also follows population shifts because Woolworth prefers to position itself in smaller towns with good growth, but not too big, and without too much competition. "They're hard to find, however, and the *Survey* helps with its county-by-county breakdowns," he says.

Tolep gives this example of how Woolworth uses the *Survey* in its organization and planning strategies: Two years ago, the company began opening stores under the J. Branam name, which carries off-price brand-name merchandise. "We wanted each store to be within reach of one of our warehouse facilities," he explains. "And we were interested in selling primarily to people over 55 who don't have a substantial income

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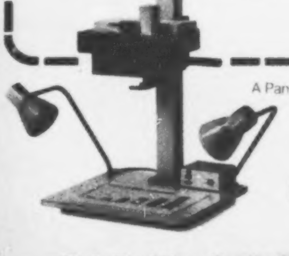

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but who do have a steady income, because we were not interested in 'welfare city'. We also wanted to be in areas where we already do well or are on the verge of doing well."

One location selected was West Palm Beach, FL, in which, the *Surveys* have shown, a significant percentage of the residents are over 50 and many households have incomes between $10,000 and $25,000. Woolworth now has a strong sales record in the area, and a warehouse is located in the nearby Miami area. Says Tolep: "The *Survey* is a good source for us. It does a good job."

Sales Force Deployment

Another aspect of organization is the deployment of the sales force, and here, too, the *Survey* is helpful. Both Clairol and British Airways use it to discover population shifts that may require a realignment of manpower. "Our objective is to keep our cost-of-sale-as-percent-of-sale constant," says Clairol's Matson. "So rather than hire new people, we move our people to areas where we need them. We have as large a sales force as we want, but where we want them is often changing.

"Right now, for example, we're moving more of our people into our top markets in the Sunbelt and the Far West and out of declining areas in the Northeast." Here the BPI and EBI come into play, Matson notes, because population decline alone will not necessarily indicate a market decline. Only if there is a corresponding drop in BPI and EBI will Clairol consider removing a salesperson from an area to put him in a growth market.

Similarly, at British Airways, the focus is on the future, says market analyst Power. "We have 22 offices in the U.S., and it's vitally important for us to watch industrial trends. The traditional industrial areas of the Northeast are beginning to give way to the Sunbelt, where much of the new industrial development is occurring.

"So when we consider our allocation of staff resources, we realize that we can't remain locked into the traditional industrial areas, although that's where most of our traffic is now. But we want to be where the future is, not just the present. The *Survey*, along with other data, has convinced us to move some of our people into the Sunbelt."

Allocating Media Spending

Advertising people also find broad use for the *Survey*. Not only does it help them analyze markets for their clients, but it also enables them to go the next step and recommend the wisest allocation of advertising dollars within those markets. "We use the numbers to determine market strengths and weaknesses for our clients," says Jeffrey S. Todder, media director of Fisher-Feld, Inc., New York City.

"We look at the country market-by-market for the client as divided in the *Survey*, contrast-

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ing the client's sales as a percentage of his total to that market's percentage of total national sales," he says. "That way, if the market's sales percentage of the national total were higher than the client's sales percentage in that market compared to his total, we would know that that market had good potential for the client."

Once a market is targeted as having good growth potential, the *Survey* helps determine the advertising strategy for that market. In a market with a low EBI, BPI, and level of retail sales, the spending rate of advertising per dollar of sales potential will be much lower than a market where opposite economic conditions exist, Todder says.

REVIEW

Measuring Sales Performance

In the same way that the *Survey* helps businesses plan for the coming year, it helps them review the previous one. Take the case of Roy B. Unger, group vice president of Sealy, Inc., and head of the company's marketing operation. For years, Unger has used the BPI as a standard for measuring the performance of the 494 trading areas served by Sealy's 31 manufacturing plants.

"We do a quarterly report that measures how each trading area is performing by calculating each area's share of the total BPI as it compares to its share of total company sales," Unger explains. "This serves as a very good measuring stick for us to review each quarter's performance in each trading area."

Each report is organized so that the trading areas are listed in sequence from the highest BPI to the lowest, "because the higher the BPI, the more important the trading area is to us," Unger says.

Unger finds other uses for the *Survey* as well. "It helps us give the major retailers we work with a picture of what their market looks like and what their potential is in that market," he says. "It's an effective tool for key-account presentations."

Sales Analysis

The BPI is equally important to John Flood, assistant vice president for sales and marketing at Pennsylvania Dutch Co., a Mount Holly Springs, PA, confectioner. "The BPI is a great source of information and knowledge for our company," Flood says. "It lets us see where we stand in the spectrum of U.S. sales" (see table, p. A-20).

At the end of each year, Flood breaks down his company's total sales volume by state. He then takes from the *Survey* each state's BPI and multiplies it by the company's total volume to get his own sales projection for that state. Next he takes the company's total sales for the state and divides the figures by the projected sales. The result is a figure that gives Flood a precise indication of the company's performance in that state.

For example, the *1980 Sur-*

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vey showed that New Hampshire's BPI was .4010. Using hypothetical numbers for the purpose of illustration, assume that the company's national sales volume last year was $10 million. Flood would multiply that by the state's BPI to get a rounded figure of $40,000. Also assume that the company's New Hampshire sales in 1980 were $75,000. Flood then divides that figure by the $40,000 for a figure of 1.87. Using 1.00 as the norm, this tells Flood that he had a good year in New Hampshire.

"The *Survey* is valuable when used this way, because it allows us to make comparisons in each state on the basis of that state's economic condition, which is an important way to measure success," Flood says. "It establishes our sales against the state's overall performance."

◆ ◆ ◆

Planning, organization, and review are usually inextricably intertwined. Elizabeth Arden's Sandra Betner says, "We plan for the next year by reviewing the last year," while organizing this year continues daily.

Her words are echoed by British Airways' Power, who says, "The planning process starts with a reviewing process. To plan for the future and see where we want to be down the road, we go back and look at each possible service area's record in terms of population changes, income changes, the whole scope of demographic and economic fluctuations." Both Betner and Power, as do others, testify that the *Survey* is their constant companion in that process.

Indeed, there is virtually no limit to the uses to which the *Survey* can be put by the manager who is determined, and eager, to support his notions with marketing facts and figures. As Sealy's Roy Unger puts it, "The *Survey* is excellent because it provides the hard numbers to support the notion that, hey, there's more business out there, but where? The *Survey* helps you find out."

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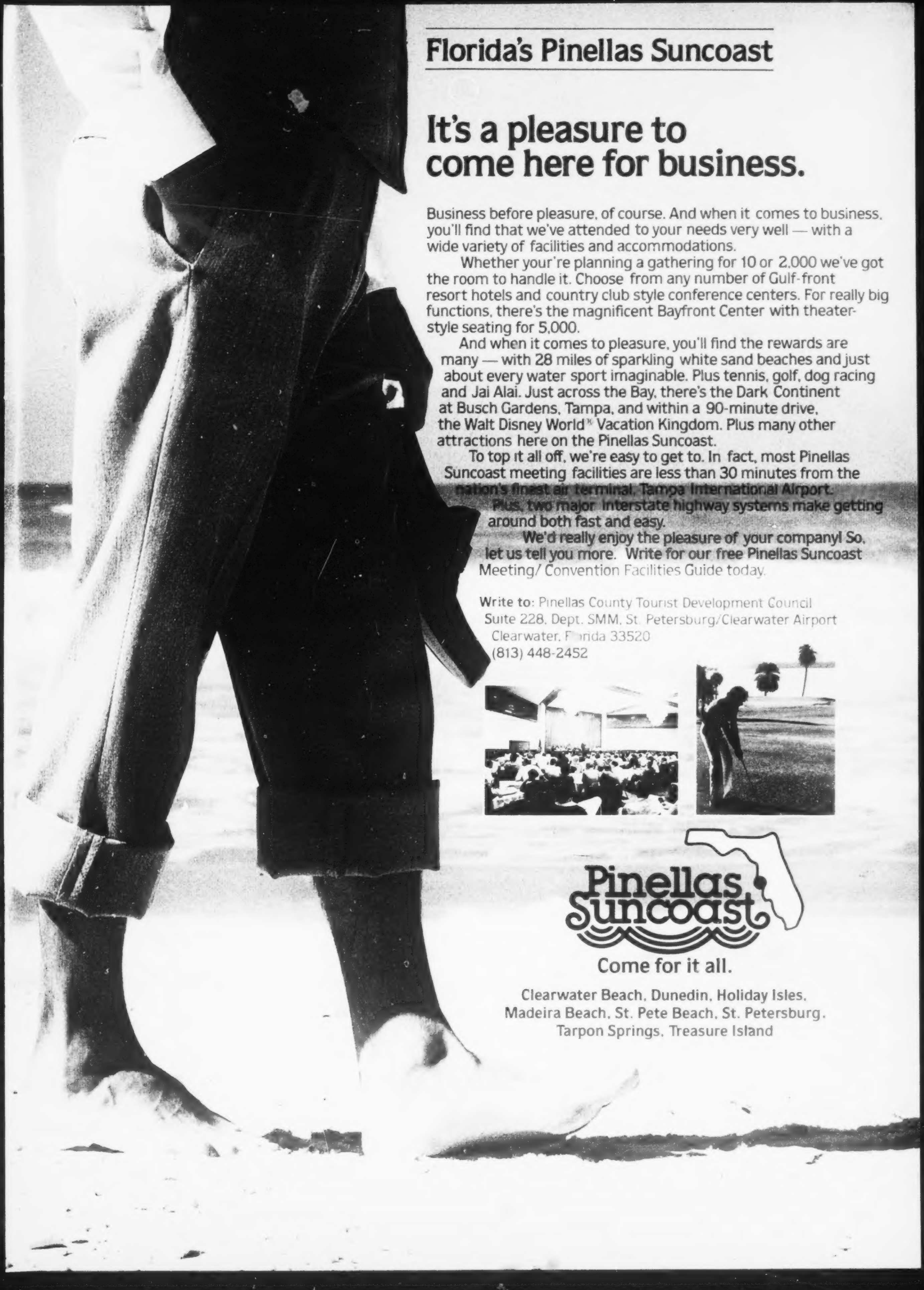

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S&MM Markets Planning Guide

The 1980 census—Where is it?

By EDWARD J. SPAR
President, Market Statistics

On Dec. 31, 1980, the director of the Bureau of the Census reported to the President that as of Apr. 1, 1980, the total population of the U.S. was 226,504,825. Were it not for a last minute decision by the Supreme Court, the director would have been unable to present this figure. The court temporarily put aside a lower court ruling that the 1980 census counts had to be adjusted because of the supposed undercount in New York City; the counts, of course, could not be presented without the adjustment. Thus ended Round One in what will probably be the most disputed set of census figures ever.

The director, when delivering the data to the President, noted, "We can say without qualification that this has been by far the most accurate census ever, a census that comes as close as possible to reflecting the actual number of citizens in this country." This statement was made although both the cities of Detroit and New York had won court cases based upon their claims that the bureau had missed substantial numbers of people in their localities. Indeed, in June, the outcome in each of the court cases filed by Detroit and New York City was reversed in federal appeals courts. (If either city wished to push the issue, the next step would be the Supreme Court.)

TABLE 1
Population estimate (000)

1970 census	203,235
1970–1980 births	+ 33,239
1970–1980 deaths	− 19,275
1970–1980 net in-migration	+ 3,485
Expected 1980 count	220,684
Census Bureau estimated undercount from 1970 census	+ 5,328
Estimated "True" 1980 count	226,012

TABLE 2
Increase in accuracy (000)

Actual	226,505
Expected 1980 count	−220,684
Increased accuracy	5,821

But, realistically, is there an undercount? Of course. Given our free society, where we fortunately have no enforced identification system, we must rely on each individual to respond to the census. At the same time, there are people who have a justified fear of responding to any governmental probe—even though individual census data is truly confidential and cannot be released to any other agency. For example, convincing an illegal alien to let the government know where he is is quite a task. Also, getting the welfare recipient, who fears losing dollars, to respond is close to impossible. And just finding transients is almost an insurmountable task. The result: there is an undercount and the cries from the cities that people have been missed are very legitimate.

Then how do we find a way of supporting the director's claim? Let's look at some numbers.

Table 1 shows how good a job at finding people the Census Bureau actually did. We see that based upon the known data, namely births, deaths, and in-migration, the expected count should have been about 220.7 million. The latest estimate of those who were missed in 1970 was 5.3 million. These do *not* include illegal aliens. Therefore, given that the actual count is 226.5 million, and assuming that illegals do not respond to the census, the bureau has done an excellent job and avoided an undercount. But since we know that some undercount exists, the bureau must, therefore, have also counted some of the illegals because, as shown in Table 2, it found 5.8 million more residents than it had expected.

However, now the question that must be answered is, should the bureau adjust for those areas where an undercount did occur?

The bureau has responded that because (1) the new count includes illegal aliens and (2) there is no way to determine how many of them were counted or missed (along with the "legals" who were missed), there is no way to accurately measure the undercount. The bureau argues that it cannot adjust for something that it cannot measure. Ultimately, the Supreme Court may have to decide this issue. Until then, what we see is what we've got. And its quality is very good.

But what have we seen so far? Not very much, unfortunately. All that is available to date is:

◆ Population by race and Spanish origin (all areas)

◆ Housing units (to the place level)

◆ Households (to the county level)

◆ Age and sex (to the state level).

And that's it.

TABLE 3
1970–1980 population comparison

	1980 Pop.	*1970 Pop.*	*1980 (%)*	*1970 (%)*
White	188,340,790	177,748,975	83.2	87.5
Black	26,488,218	22,580,289	11.7	11.1
Indian, Eskimo, Aleut	1,418,195	827,268	0.6	0.4
Asian or Pacific Islander	3,500,636	1,538,721	1.5	0.8
Other	6,756,986	516,673	3.0	0.2
Total	**226,504,825**	**203,211,926**	**100.0**	**100.0**
Spanish Origin	14,605,883	9,072,602	6.4	4.5

The bureau expected to release tapes and printed reports not later than April showing detailed household and individual characteristics. This data would have included age by sex, size of household, and age of householder. Note that I use the term "householder," which in the past was the male, when present. In keeping with the spirit of anti-sexism, we now have the concept of the householder, defined as the person who is found in column 1 on the census form (a PICO for short). This change is especially important for those who will wish to compare the 1970 census household head data with the 1980 census.

A more serious comparison problem is the changes in the racial structure from 1970 to 1980. As demonstrated in Table 3, there have been some major changes since 1970. But, how real are they? Let's look at the figures, line by line.

Table 3 leads one to the conclusion that the white population has declined relative to the other groups. And that this decline happened as increases occurred in the "other" population. This, however, is not really the case; there is a problem with this "other" column.

It turns out that of the 6,756,986 persons reported in the "other" category in 1980, about 5.8 million are of Spanish origin. In 1970, these individuals would have been classified as white if the write-in entry was Puerto Rican, Mexican, etc. The bureau changed its policy for the 1980 census and will *not* recode the "other" Spanish-origin counts. Therefore, any 1970 versus 1980 white and "other" comparison is invalid and no analyses comparing figures with previous data can be made. (The 5.8 million Spanish are included in the 14.6 million Spanish-origin figure.

I personally believe that this

Edward J. Spar is president of Market Statistics, the research arm of Bill Communications that prepares data for S&MM's survey issues.

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is poor policy; indeed, it has already caused considerable confusion. It is to be hoped that the bureau sees to it that all reports that show race data also mention this inconsistency. (As for when the final reports will be available—no one really knows. There have been many delays.)

Another complaint made against the bureau involves its scant information on geography, in terms of the geographic areas covered and the maps that will be available. The bureau has released no firm dates for when maps will be available, giving sampling statisticians in market research firms an added headache. However, the maps will be superior in general to those that were available in 1970. For example, most 1980 maps will be larger in scale. The block maps will be more legible than they were in 1970 and, in another change, they'll be sold separately from the block statistics. The block-statistics data will not be printed; instead, they'll appear only on tape or microfiche. For areas that are nonmetropolitan but are still fairly dense, the bureau will supply "vicinity maps." Table 4 is a breakdown of areas for which data will be available.

TABLE 4

Number of areas reported

	1980	*1970*
Counties	3,100	3,100
Cities and towns	24,000	21,000
County subdivisions (MCD's, etc.)	36,000	35,000
Census tracts	47,000	35,000
Enmeration districts and block groups	290,000	259,000
City blocks	2,500,000	1,500,000

Originally, the bureau had planned to produce the Zip Code data. Recently, that plan was dropped. However, the bureau has intimated that it might produce these data if someone else would pay for the project. Any takers? Meanwhile, *anyone interested in learning exactly what will appear in published form versus tapes should contact the Census Bureau.* The geography now covered is much more extensive than in 1970. The bureau will be, in short, producing much more data for many more areas. (In the space available here, it is impossible to detail all the items that will be shown in printed and machine-readable form. *Again, ask the bureau.*)

I've attempted to analyze the 1980 census and to warn about the difficulties it poses and note the improvements it offers. It is my guess that for the rest of this year we will see not many more of its findings than those cited above. I believe that in 1982 we will be inundated with data.

So the answer to the question the title of this article asks, "The 1980 census—Where is it?" is, It's at the bureau.

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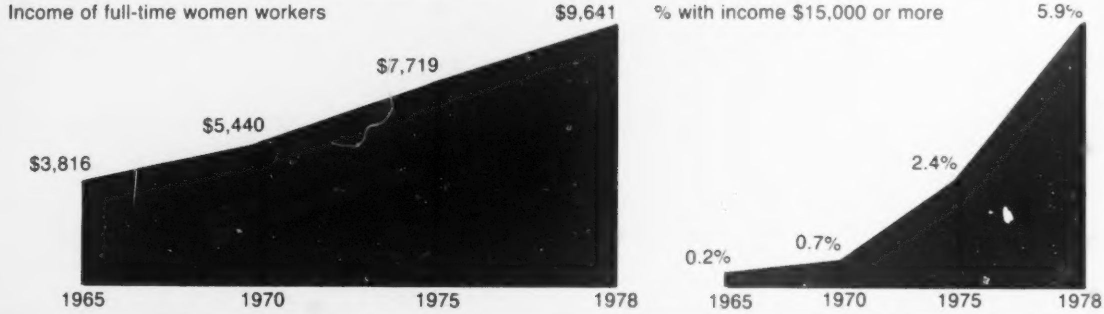
S&MM MARKETGRAPH

High-income women: A greater presence at the top

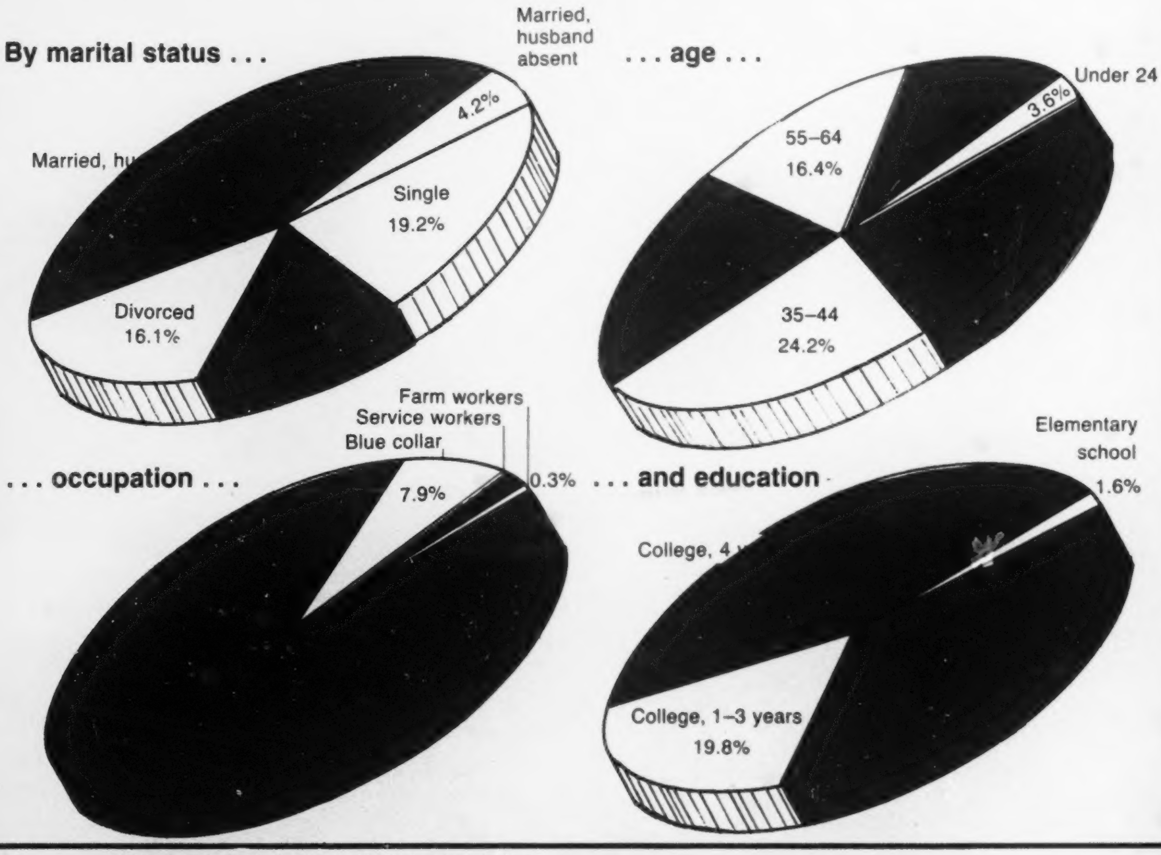
While the rush of women into the labor market in the 1970s is no secret, there's little awareness of the phenomenal growth in the number of women pulling down fancy incomes. Between 1970 and 1978 (latest year for which detailed data are available), income-earning women increased by more than one-third, but those with an income of $15,000 or more exploded more than 1,000%—from 362,000 to close to 4.5 million. This emerging market has its own distinctive traits. Highly paid women are far less likely than men to be part of the family scene—30.9% are unrelated individuals vs. only 10.3% males. The most interesting differences are in education. More than two of every five highly paid women are college graduates compared to fewer than one out of three of their male counterparts.

Onwards and upwards with the ladies


Income of full-time women workers

% with income $15,000 or more

Profile of women at the top: $15,000 or more


By marital status . . .

. . . age . . .

. . . occupation . . .

. . . and education

Note: Details may not add to 100% due to rounding.
Source: Census Bureau, *Money Income of Families and Persons in the U.S.: 1978*. Series P-60, No. 123
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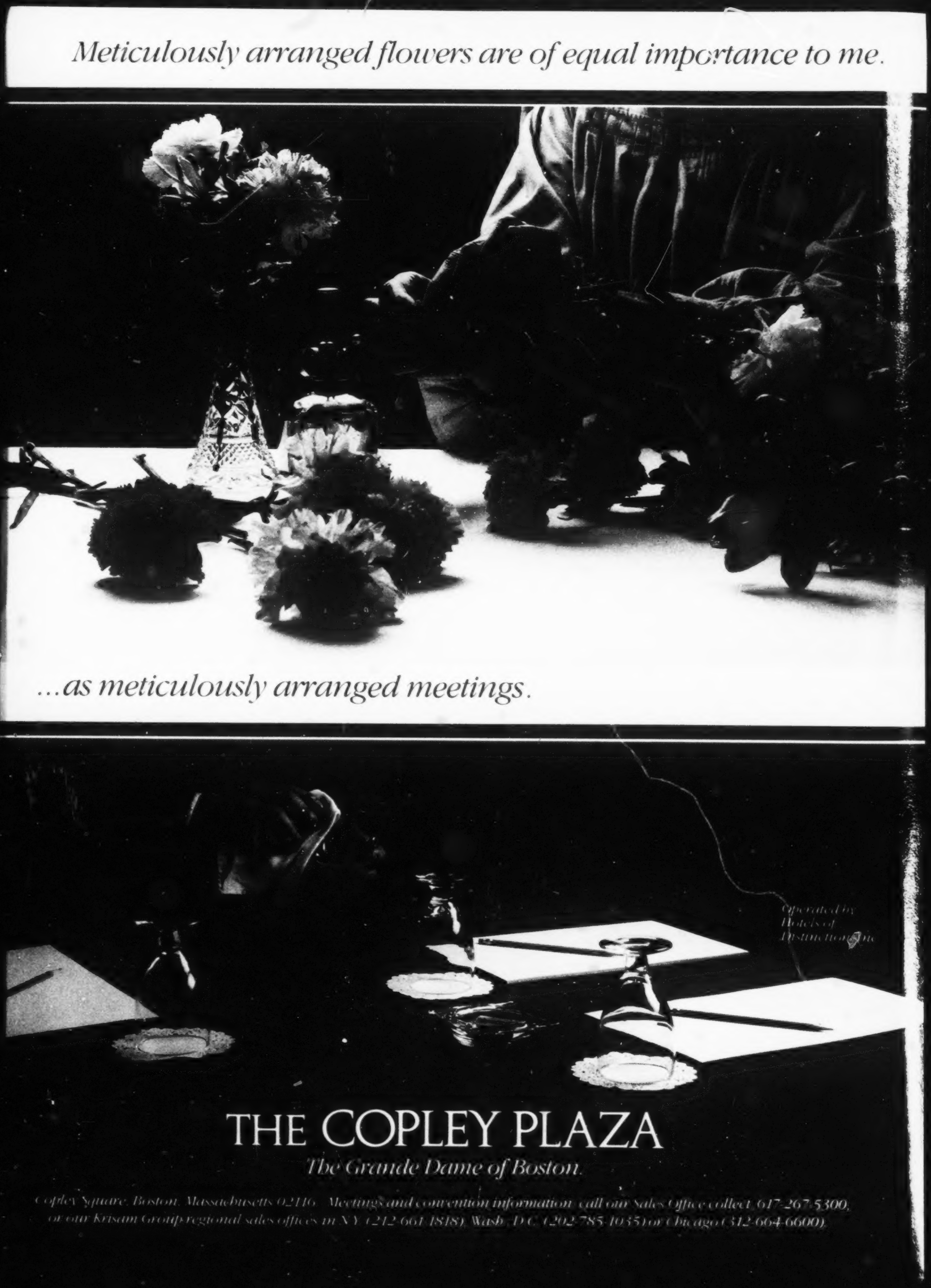

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S&MM MARKETGRAPH

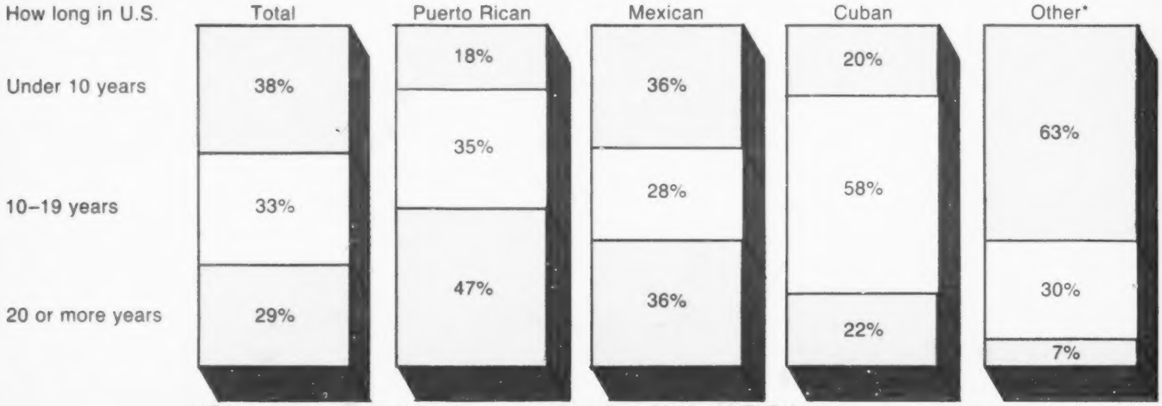
Hispanics: Markets within a market

A common language and a strong sense of self-identity may mask the important differences that exist among the four subgroups of the Hispanic market (Mexicans, Cubans, Puerto Ricans, other). As revealed by a Yankelovich, Skelly & White study, the Cubans are the prized segment with an average family income of $21,300 and a 61% home ownership rate. At the other end of the spectrum, the Puerto Ricans have a family income of $11,400 and a 21% home ownership rate.

Significantly, the newest wave of immigrants, from Central America and the Caribbean islands, are catching up fast. Their $16,100 average family income is just under the Mexican's $16,300.

Also noted by the study: "Hispanics are more likely than Anglos to espouse traditional 'American' values, are more optimistic regarding improved living standards, more oriented to materialism/tangibles and deferred gratification. Also more likely to evidence less pleasure from work."

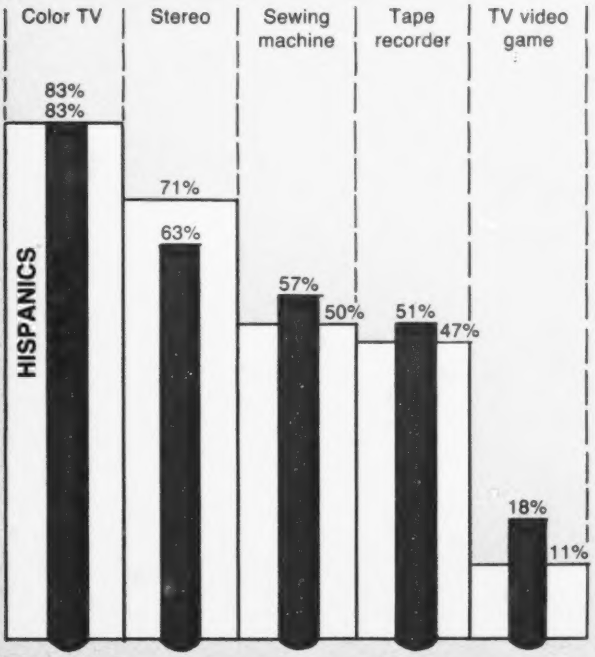
A market of newcomers



*Other are more recent immigrants, such as from Haiti and El Salvador.

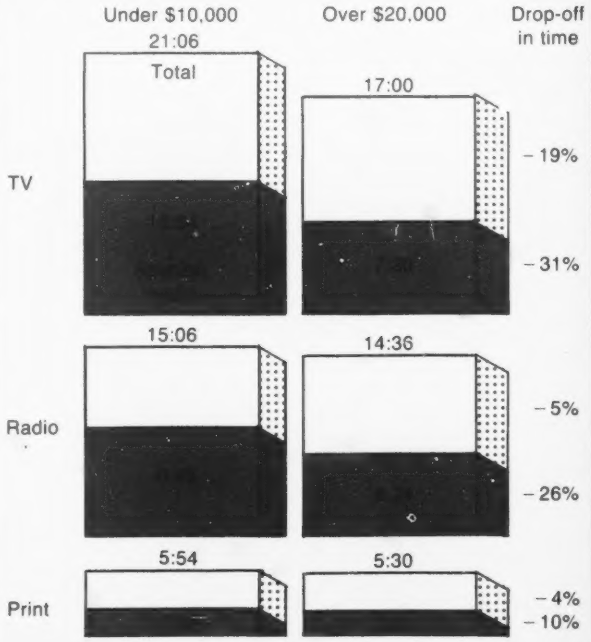
Upscale luxury buyers

% who own



How income impacts media usage

Hours, minutes per week



Source: *Spanish USA: A study of the Hispanic Market in the U.S.*, by Yankelovich, Skelly & White for SIN Spanish Television Network.

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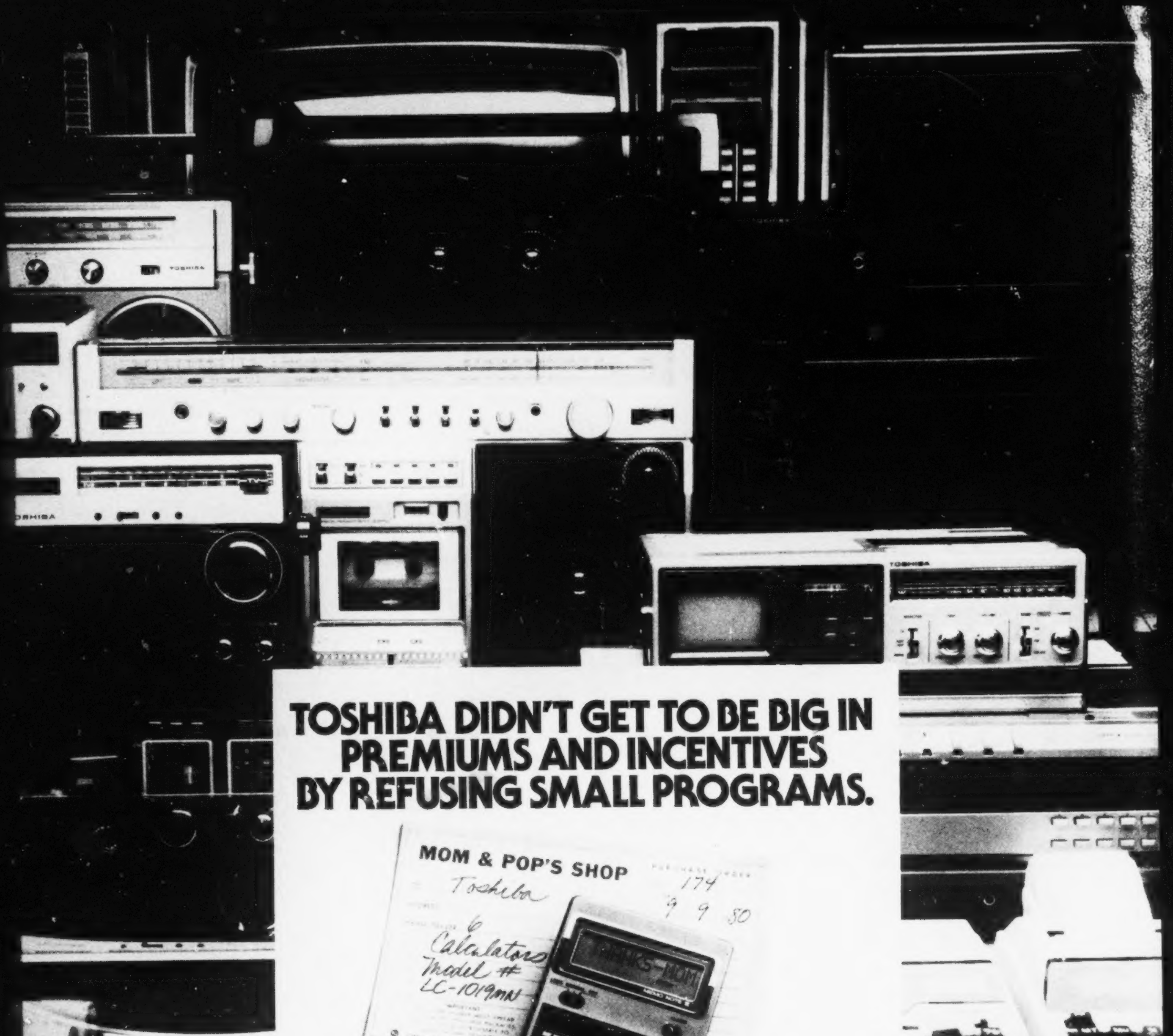

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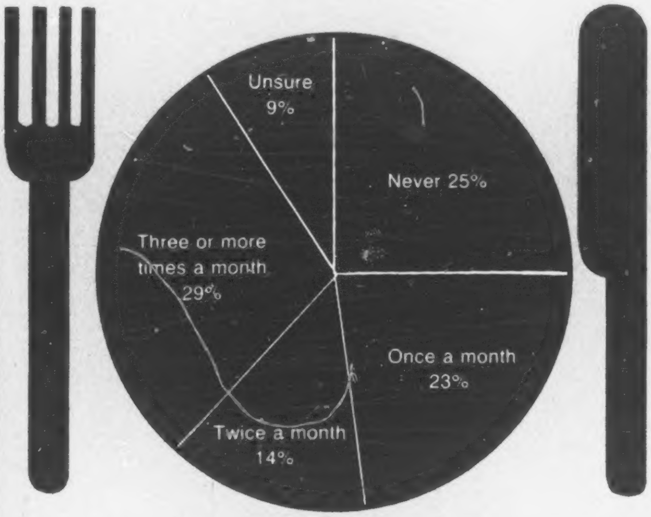
S&MM MARKETGRAPH

Blacks: A market that's beginning to fragment

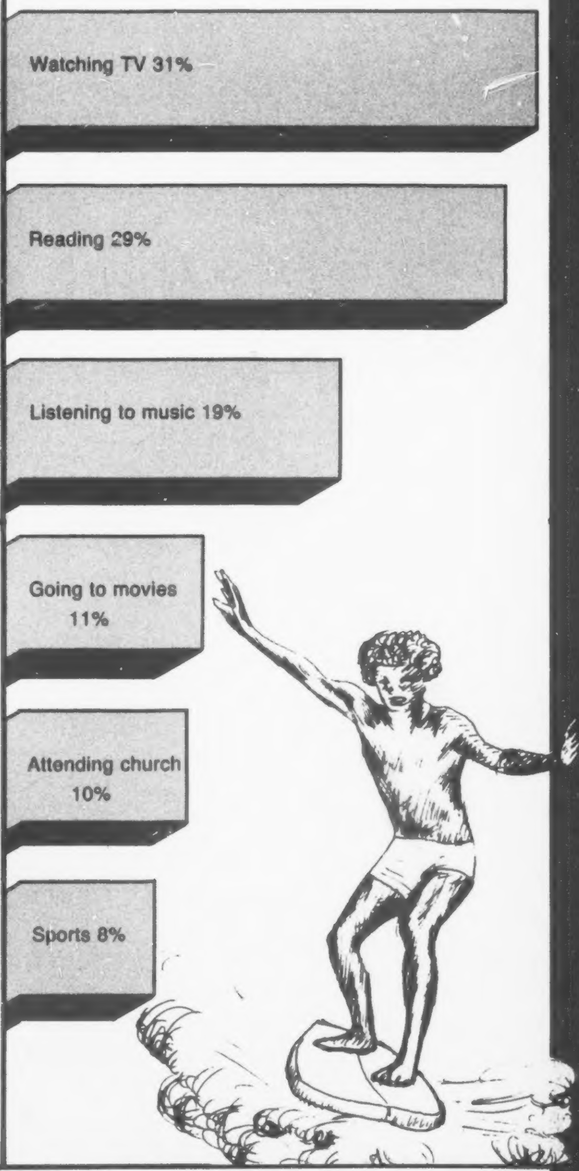
The coming years are likely to see the emergence of a new phenomenon within the black community: to wit, a serious debate between "liberal" and "conservative" viewpoints as the Reagan administration tries to drive home the point that a growing economy, not a federal handout, holds the key to improved living standards for disadvantaged minorities. A glimpse of what's to come is the sharp split over the question of a sub-minimum wage for teenagers. According to a survey by Data Black Public Opinion Polls, a striking 37% of blacks feel it would help reduce teenage unemployment vs. 37% who fear it will take away adult jobs and 28% who are unsure. Not so long ago, blacks would have roundly condemned the idea out of loyalty to labor unions.

Data Black Public Opinion Polls, a black-owned research organization, interviews 1,200 blacks three times a year. Corporate clients pay $12,000 for detailed findings and the opportunity to have a favorite question or two included in the survey.

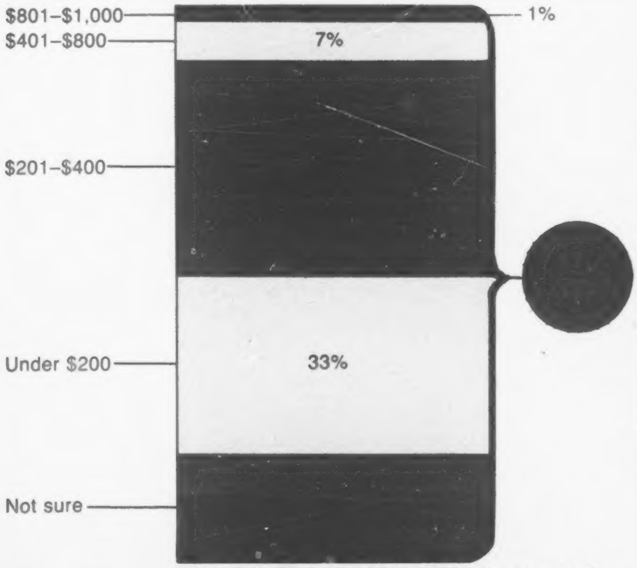
Eating out at a fast food restaurant



How blacks relax



What black households spend on food per month



Note: Details don't add to 100% due to rounding.

Source: Survey conducted for Data Black Public Opinion Polls by Dresner, Morris & Tortorello Research, Inc.
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Sample tables from the Survey

The numbers that appear beneath the individual column heads in the sample tables shown here are coded to the "Definition of Terms," which starts below. The definitions appear alphabetically in the Definition section, and each one is accompanied by the appropriate number that appears beneath the column headings on this page. Thus the definition for "Age Groups of Population" contains a reference to Columns 4-7. Using the code numbers in conjunction with the appropriate definition will make the individual column topics more intelligible to you and thus enhance your ability to profit from the *Survey* data.

Section C: U.S. Metro Areas, Counties, Cities

S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980							S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
			% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over								% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index	**METRO AREA** County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
	16	17	18	19	20	21	22		16	17	18	19	20	21	22

Section D: Canada

S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over							EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
	23	42	43	44	45	46	47	48	49	50		23	42	43	44	45	46	47	48	49	50

Definition of terms used in the Survey

The following definitions pertain to both U.S. and Canadian data. However, the Standard Industrial Classification (SIC) industry codes shown for retail store groups are those used in the U.S. Column numbers refer to the sample tables illustrated on this and facing page. When you use the Canadian statistics, substitute "Canada" for "U.S." in the definitions. Also, to facilitate usage of the two *Surveys* we publish each year, we indicate whether the data appear in the *Survey of Buying Power* (SBP) and/or *Survey of Buying Power—Part II* (SBP—II).

AGE GROUPS OF POPULATION (Columns 4-7). Population breakdowns for four age groups are useful for marketers because age groups are associated with lifestyle changes. Thus 18 to 24 year olds represent the household—forming stage. **SBP**

APPAREL & ACCESSORIES STORES (Column 33) (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, millinery stores, hosiery shops, women's specialty stores, and shoe stores. However, apparel and accessories sales made in department and general merchandise stores are not included. **SBP, SBP—II**

AUTOMOTIVE DEALERS (Columns 14, 35) (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. **SBP, SBP—II**

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME (Column 45; U.S. State Summary on EBI, B-5). Total Effective Buying Income (EBI) divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household average credits households with income not properly theirs. (See Median Household EBI). **SBP, SBP—II**

BLACK POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of persons who consider themselves members of the Negro or black race and who lived in the area at the end of the year. **SBP—II**

BUILDING MATERIALS, HARDWARE DEALERS (Metro Ranking Table, B-40) (SIC Major Group 52). This mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public even if sales to contractors account for a larger share of total sales. Retail nurseries, lawn-and-garden supply stores, and mobile-home dealers are in this group. **SBP**

BUYING POWER INDEX (BPI) (Columns 22, 40). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S./Canada potential. It is calculated by giving a weight of 5 to the market's percent of U.S./Canada Effective Buying Income, 3 to its percent of retail sales, and 2 to its percent of population. The total of those weighted percents is then divided by 10 to arrive at the BPI.

The BPI, probably one of the *Survey of Buying Power*'s most widely used single market measures, is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income, age, sex, etc. **SBP, SBP—II**

CANADIAN METROPOLITAN AREA (CMA). Statistics Canada, Ottawa—the federal government's data-collection agency—defines metropolitan areas by labor markets, using the boundaries of minor civil divisions (below the county level). Each CMA comprises a continuous built-up area (the "urbanized core") together with adjoining areas with high levels of commuting to or from that core. Sales & Marketing Management defines metropolitan areas for Canada by counties because current data, especially sales data, are usually available on a county basis. (See County.) The U.S. used a system similar to Canada's prior to the 1950 census, when it switched over to county boundaries. **SBP, SBP—II**

CENTRAL CITY . A city whose name is included in the name of a metropolitan area. The title of a Standard Metropolitan Statistical Area (SMSA) includes the name of the largest city and the names of no more than two other area cities with populations that meet certain criteria of absolute and relative size. There are two exceptions: (1) the Nassau-Suffolk SMSA, which has no central cities, and (2) the Northeast Pennsylvania SMSA, whose central cities are the same as those of the two former SMSAs from which it was formed. The title of a New England County Metropolitan Area contains the names of all the SMSA central cities in the area. **SBP**

CITY. An aggregation of people and retail outlets with corporate limits within which city government, as an incorporated state agency, can legally exercise authority. This year's *Survey* lists 684 U.S. cities that either (1) had 40,000 or more population in the 1970 census, (2) are central cities of metropolitan areas, or (3) function independently of counties. (See Central City and Independent City.) **SBP**

CONSOLIDATED METROPOLITAN AREA. A large metropolitan complex comprising a metropolitan area of a million people or more together with other contiguous metropolitan areas, the population of each of which is at least 75% urban and meets certain minimum criteria of integration with the central metropolitan area. Two more consolidated metro areas were designated by the federal government last month, bringing the total to 14. **SBP, SBP—II**

COUNTY. The primary political administrative subdivision of a state, the county is widely used in marketing because: (1) Current available data below the state level is greatest at the county level. (2) Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all counties. (4) The U.S.'s 3,135 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily indentifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the *Survey* treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent cities.

The 1981 *Survey* follows the county boundaries as defined in the 1980 Census of Population. The following changes represent the major county differences between the 1980 and 1981 *Surveys*: (1) Alaska went from 29 census divisions to 23 census areas. (2) Columbus, GA, is no longer coextensive with Muscogee county. In the 1981 *Survey*, Columbus city is listed under Muscogee county. (3) Jacksonville, FL, is no longer coextensive with Duval county. (4) Nashville-Davidson, TN, is no longer coextensive with Davidson county. **SBP, SBP—II**

DEPARTMENT STORES (SIC Subgroup 531). Establishments that employ 25 or more persons and have combined sales of soft goods and apparel representing at least 20% of total sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios, and TV sets; (2) a general line of apparel; and (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Store sales totals. **SBP—II**

DRUGSTORES (Columns 15, 38) (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first-aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter. **SBP, SBP—II**

EATING & DRINKING PLACES (Columns 11, 31) (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshments stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. **SBP, SBP—II**

EFFECTIVE BUYING INCOME (EBI) (Columns 16, 42). A classification exclusively developed by Sales & Marketing Management, it is personal income less personal tax and nontax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietors' income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), nontax payments (such as fines, fees, penalties), and personal contributions for social insurance. The resultant figure is commonly known as "disposable personal income." Market Statistics, the research division of Bill Communications that prepares the *Survey* data, removes from this figure compensation paid to military and diplomatic personnel stationed overseas to arrive at Effective Buying Income.

Effective Buying Income is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. But for products that appeal to specific income classes, the percent of households by Effective Buying Income group should be considered. **SBP, SBP—II**

EFFECTIVE BUYING INCOME, AVERAGE HOUSEHOLD. (See Average Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, HOUSEHOLD GROUP. (See Households by Effective Buying Income Group.)

EFFECTIVE BUYING INCOME, MEDIAN HOUSEHOLD. (See Median Household Effective Buying Income.)

EFFECTIVE BUYING INCOME, PER CAPITA. (See Per Capita Effective Buying Income.)

FOOD STORES (Columns 10, 30) (SIC Major Group 54). Establishments selling food primarily for home consumption. **SBP, SBP—II**

FURNITURE, HOME FURNISHINGS & APPLIANCE STORES (Columns 13, 34) (SIC Major Group 57). A combination of several subgroups that sell goods for furnishing the home, including furniture, floor coverings, draperies, glass and chinaware, stoves, refrigerators, and other household appliances. **SBP, SBP—II**

GASOLINE SERVICE STATIONS (Column 36) (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products they also sell tires, batteries, and accessories. **SBP**

GENERAL MERCHANDISE STORES (Columns 12, 32) (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), and general merchandise stores. Establishments selling used general merchandise and those selling by mail, vending machine, or direct selling are classified by the Census Bureau as "miscellaneous retail stores" (SIC 59). **SBP, SBP—II**

HARDWARE STORES (Column 37) (SIC Subgroup 525). Primarily sell basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for more than 50% of total sales. *Note:* Usually included as part of Building Materials Group in U.S., Hardware Dealers are listed separately in Canadian Section because Statistics Canada treats them as wholesalers. **SBP**

HOUSEHOLD (Columns 8, 26). A household consists of all the people occupying a single housing unit under 1980 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc. *Caution:* Although a county's population total will include all the people in the area, the household total will not do so because it excludes group quarters. **SBP, SBP—II**

HOUSEHOLD HEAD. The person so regarded by members of the household. Because, under census rules, each household must have a head, the number of household heads is always the same as the number of households. Two types of household head are recognized by the Census Bureau. A family head is a household head living with one or more persons who are related to him or her by blood or marriage. A primary individual is a household head living alone or with nonrelatives only.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUP (Columns 18-21, 46-50). A household's available spending potential is also used by marketers who want to aim their efforts at those most likely to buy. **SBP**

INDEPENDENT CITY. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Survey* lists those independent cities as county entities. Except for St. Louis, MO; Baltimore, MD; and Carson City, NV, which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester. **SBP, SBP—II**

MEDIAN AGE (Column 3). A calculation that divided the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. **SBP**

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME (Column 17). This figure divides the income distribution into two equal parts, with one-half the households above it, the other half below it. It is a more reliable indicator of an area's relative income level than is Average Household Effective Buying Income because it is less likely to be skewed by statistical oddities. (See Average Household Effective Buying Income). **SBP**

MERCHANDISE LINE SALES. These data show total sales of 10 broad product categories, such as groceries, other food products, toiletries, footwear, and so on. The merchandise line sales data are based on the 1977 Census of Retail Trade, which became available this year. Several broad changes in product classifications were made between the 1972 and 1977 censuses. Those which affect the data in the *Survey* are: (1) "Drugs," previously part of "Drugs and other health aids," are now a separate category. (2) "Other health aids" are now part of "Health and beauty aids." (3) The "Radio, TV, and musical instruments" category was divided into (a) "TV" and (b) "Audio, musical equipment, and supplies." Merchandise line sales data are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. **SBP—II**

(Continued on page A-40)

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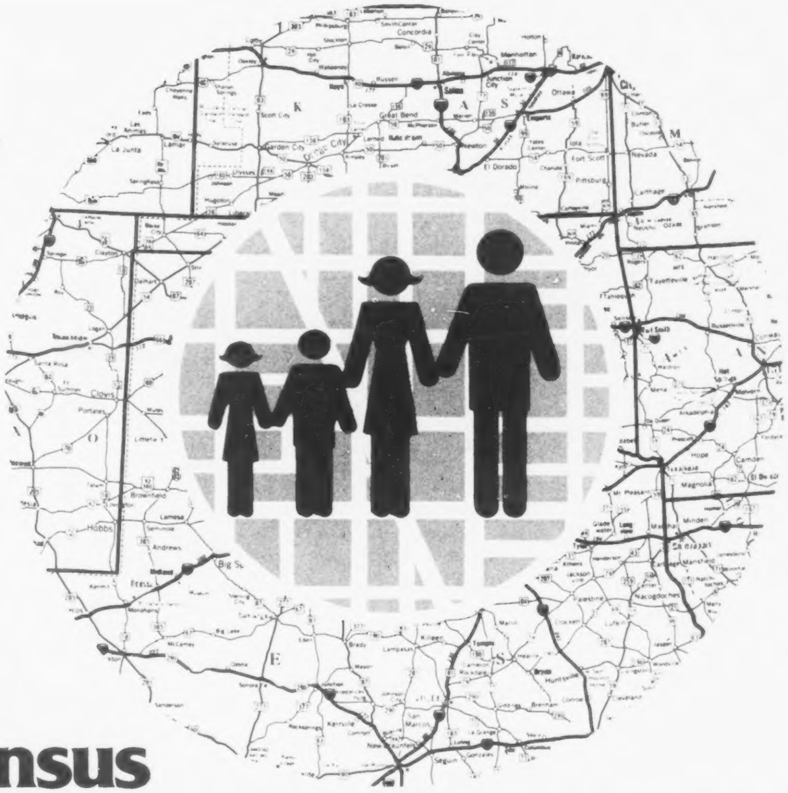

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METROPOLITAN AREA (See Standard Metropolitan Statistical Area.)

METROPOLITAN AREA CODE (Column 23). This is a numbering system to identify constituent metro counties in the *Survey*'s Canadian tables. Starting with the numeral 1 and following the alphabetic sequence of metropolitan areas, it assigns an identifying number to each metropolitan area and its member counties. **SBP, SBP—II**

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Federal Statistical Policy and Standards (OFSPS) defines these areas (intentionally not designated as "standard" metro areas) by applying to the New England counties the same criteria used in establishing Standard Metropolitan Statistical Areas (SMSAs) outside New England. **SBP, SBP—II**

NEWSPAPER MARKET. To qualify, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same county, they are combined into a multiple-newspaper market. For a newspaper city to be part of a multiple-newspaper market name, it must be at least one-third as large as the largest city in the market, or part of the metropolitan name. Each county in a newspaper market is one in which the combined qualified newspapers penetrate more than 20% of the households. **SBP—II**

PER CAPITA EFFECTIVE BUYING INCOME (Column 44; U.S. State Summary on Effective Buying Income, B-5). This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures an area's spending power by eliminating the impact of population size. However, because population is measured as of Dec. 31, whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure. **SBP**

PERCENT OF U.S./CANADA (Columns 2, 25, 29, 43). A market's share of the total U.S./Canada population, Effective Buying Income, or retail sales, it shows the relative importance of the geographic area's demographic or socioeconomic factors. **SBP**

POPULATION (Columns 1, 24). Updated from the Census Bureau's 1980 Census of Population and Housing, and Statistics Canada's 1976 Census of Population and Housing, it is a headcount estimate of all the people living in an area at the end of the year. It includes people living in group quarters such as colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients. **SBP, SBP—II**

POPULATION, AGE GROUPS OF. (See Age Groups of Population.)

POPULATION, BLACK. (See Black Population.)

POPULATION, MEDIAN AGE OF. (See Median Age.)

QUALITY INDEX (QI) (Column 41; U.S. State Summary on Retail Sales, B-7). If a market's percent of the national population, which can be taken to represent par, is divided into the Buying Power Index, it yields the Quality Index. A high index could reflect either above-average resident buying power or a strong influx of shoppers from outside the area, or both. **SBP, SBP—II**

RETAIL SALES (Columns 9, 28). All net sales (minus refunds and allowances for returns) for establishments engaged primarily in retail trade. Receipts from repairs and other services are also included, but retail sales by such nonretailers as wholesalers and service establishments are not counted. Although retail sales are often used to gauge the purchasing power of the residents in a market, they may be affected by the movement of shoppers to and from adjacent areas.

Retail sales totals in the 1981 *Survey* are updates from 1977 Census of Retail Trade benchmarks. However, in line with new Census Bureau policy, they no longer include: 1) sales and other taxes collected from customers, and 2) carrying charges or other charges for credit. **SBP, SBP—II**

RETAIL SALES BY STORE GROUP (Columns 10-15, 30-38). Individual retail store groups are considered as channels of distri-

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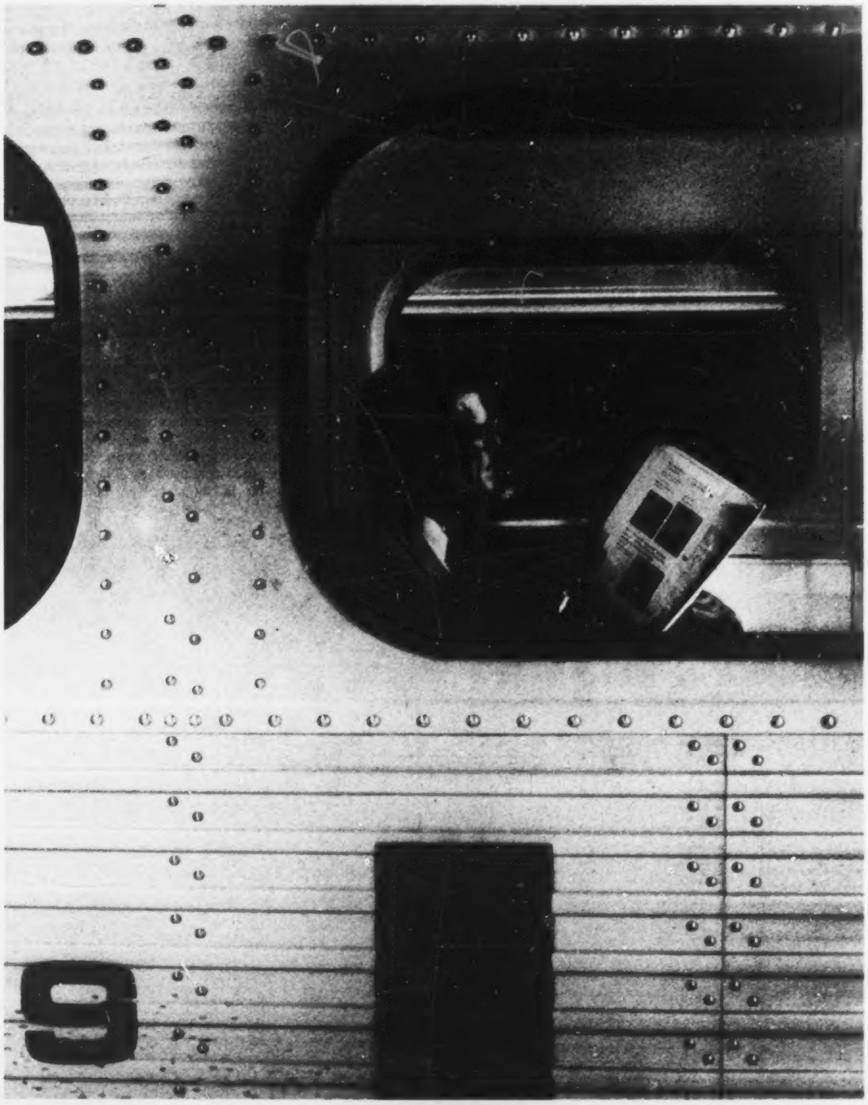

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bution in local markets. The retail sales total of a store type represents the cumulative sales of all products and/or services handled by the store, and not just the type of products associated with the store type. **SBP, SBP—II**

SALES ACTIVITY INDEX (SAI). (Column 39; U.S. State Summary on Retail Sales, B-7). It is obtained by dividing an area's percentage of national retail sales by its percentage of national population. Because the numerator (the market's percentage of total retail sales) includes all sales made in the market, and the denominator (the market's percent of national population) includes only residents of the market, a high index may indicate a strong influx of nonresident shoppers. **SBP**

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as Food Stores (SIC 54); three-digit subgroups, such as Grocery Stores (SIC 541); and four-digit detailed industry groups, such as Retail Bakeries (SIC 5462). **SBP**

STANDARD METROPOLITAN STATISTICAL AREA (SMSA). The areas currently recognized by the U.S. Office of Federal Statistical Policy and Standards (OFSPS) meet official criteria that include either (1) one city with a population of at least 50,000; or (2) one city with a population of at least 25,000, which, when combined with contiguous places having a density of 1,000 or more people per square mile, will have a population of at least 50,000 (provided that the city and contiguous places are in a county or counties with a population of at least 75,000).

A contiguous county is included in an SMSA if at least 75% of the resident labor force is nonagricultural, and at least 30% of the resident employed workers work in the area. A contiguous county that does not satisfy those requirements will be included if at least 75% of the resident labor force is nonagricultural and if it meets at least two criteria of metropolitan character and one criterion of metropolitan integration. Minimum criteria of character: (1) 25% of population is urban; (2) population gain of 15% between two most recent decennial censuses; and (3) density of 50 persons per square mile. Minimum criteria of integration: (1) 15% of resident employed workers work in the area; (2) 15% of the county's employed workers live in the area; and (3) sum of workers commuting to and from the central county or counties equals 20% of the employed workers living in the county.

Thirty-five new metropolitan areas were designated by OFSPS last month, based upon 1980 census results and new criteria. These criteria will be applied in re-evaluating all SMSAs when the necessary 1980 census data, especially those on commuting, become available. Under the new criteria, Rapid City, SD, SMSA has been eliminated.

SMSAs are defined by the government along county lines except in New England, where towns and cities are the units of definition. The federal government's alternative, but unofficial, New England County Metropolitan Areas, comprised of whole counties rather than cities and towns, are used by Sales & Marketing Management for those states. All 305 metropolitan areas in the 1981 *Survey* are commonly referred to as Sales & Marketing Management Metropolitan Areas. **SBP, SBP—II**

SUBURBAN TOTAL. There is no official definition of a suburb, and the category will not be found in any Census Bureau statistical table. However, because the suburbs are the most important local market entities, they were introduced in the 1976 *Survey*. A "suburban total" is the arithmetic difference between the metropolitan market total and the related central city total. That is, deducting the central city population from the metro market population, for example, will give you the suburban population. **SBP**

TELEVISION MARKET. The *Survey*'s TV markets are Arbitron's Areas of Dominant Influence (ADI). Arbitron studies each county for its measurable viewing patterns. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name of that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. All of the U.S. is covered except for Hawaii and part of Alaska. **SBP—II**

FACT:

$70,700. That's the average household income of Florida Trend subscribers. Net worth — just under $500,000.

florida trend

FACT:

92%. That's the percentage of subscribers who hold stocks, bonds and other investments — average valuation — $190,300.

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FACT:

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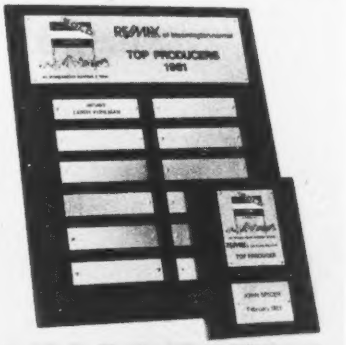

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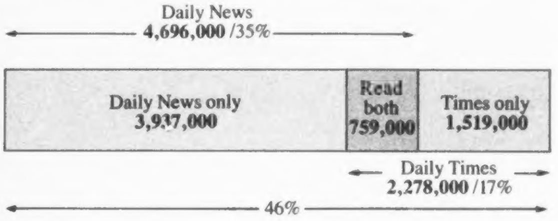
The Daily News is the Base Buy in New York!

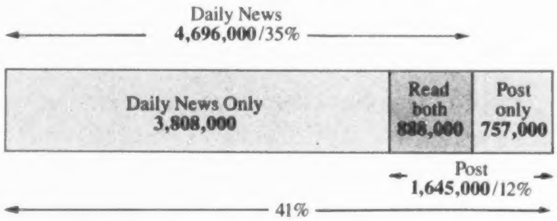
The Daily News has the largest unduplicated audience.

The Daily News duplicates one-third of the Times' audience, yet 3.9 million News readers do not read the Times.



Adult readers — average daily issue — New York ADI.
Source: Scarborough Report, New York, 1980.

The Daily News duplicates 54% of the Post's audience, yet 3.8 million News readers do not read the Post.



Adult readers — average daily issue — New York ADI.
Source: Scarborough Report, New York, 1980.

Largest audience. Lowest cost per thousand.

	Daily News	Daily Times	Post
Adult			
Readers	4,696,000	2,278,000	1,645,000
C.P.M.	**$2.62**	**$4.00**	**$4.81**
Men			
Readers	2,406,000	1,265,000	859,000
C.P.M.	**$5.11**	**$7.20**	**$9.22**
Women			
Readers	2,290,000	1,013,000	786,000
C.P.M.	**$5.37**	**$8.99**	**$10.08**

Based on 50,000 line General Contract Rates for 1,200 line unit
Reader source: Scarborough Report, New York, 1980.

Largest quality audience. Lowest cost per thousand.

	Daily News	Daily Times	Post
Adults in HH $20,000+ income			
Readers	2,294,000	1,531,000	871,000
C.P.M.	**$5.36**	**$5.95**	**$9.09**
Adults in HH with children			
Readers	1,996,000	865,000	640,000
C.P.M.	**$6.16**	**$10.53**	**$12.38**

Based on 50,000 line General Contract Rates for 1,200 line unit
Reader source: Scarborough Report, New York, 1980.

That's Daily Newspower!

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section B

NATIONAL, REGIONAL, AND STATE SUMMARIES; METROPOLITAN MARKET RANKINGS

National, regional, and state summaries

Population and households B-3
Effective Buying Income B-5
Retail sales B-7

S&MM metropolitan market rankings

Population B-9
Households B-13
Effective Buying Income B-15
Median household Effective Buying Income B-17
Total retail sales B-19
Per household retail sales B-21
Buying Power Index B-23
Food store sales B-25
Eating & drinking place sales B-27
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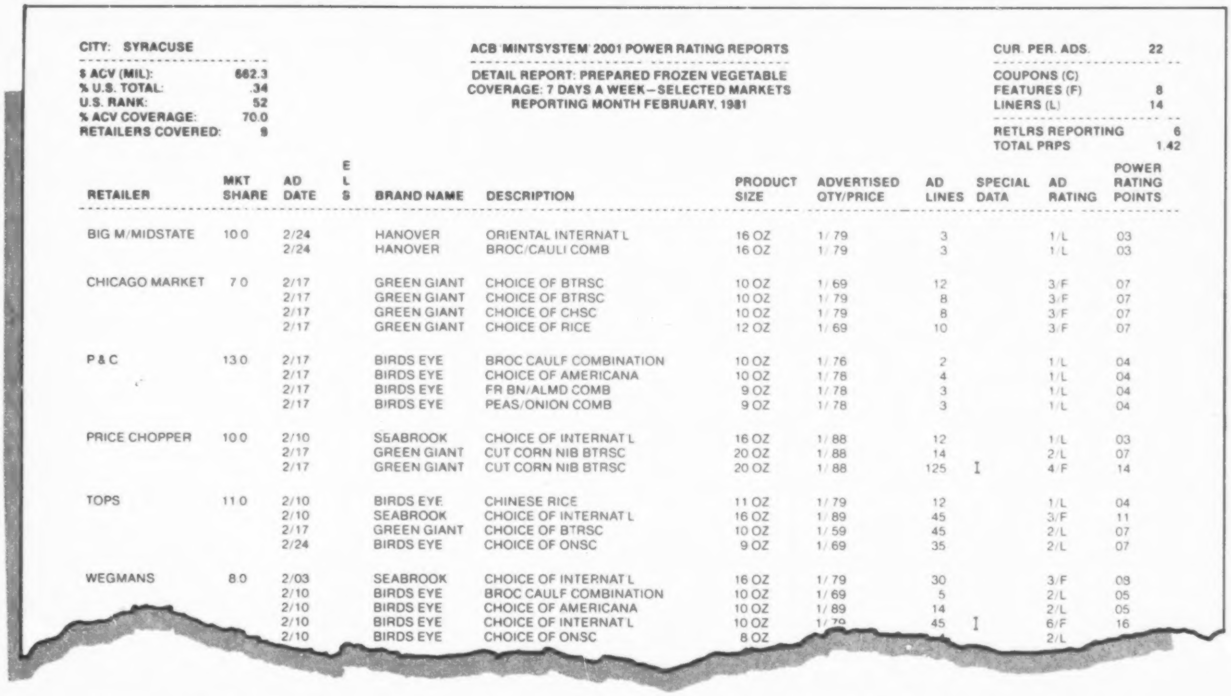
Furniture/home furnishings/appliance store sales B-31
Automotive dealer sales B-33
Gasoline service station sales B-37
Apparel & accessories store sales B-40
Drugstore sales B-41
Building materials/hardware store sales B-43

ACB can tell you how much newspaper advertising support retailers are giving your brands vs. competitive brands in 110 top retail markets. How often and how effectively!



CITY: SYRACUSE

$ ACV (MIL): 662.3
% U.S. TOTAL: .34
U.S. RANK: 52
% ACV COVERAGE: 70.0
RETAILERS COVERED: 9

ACB 'MINTSYSTEM' 2001 POWER RATING REPORTS

DETAIL REPORT: PREPARED FROZEN VEGETABLE
COVERAGE: 7 DAYS A WEEK—SELECTED MARKETS
REPORTING MONTH FEBRUARY, 1981

CUR. PER. ADS. 22

COUPONS (C)
FEATURES (F) 8
LINERS (L) 14

RETLRS REPORTING 6
TOTAL PRPS 1.42

RETAILER	MKT SHARE	AD DATE	E L S	BRAND NAME	DESCRIPTION	PRODUCT SIZE	ADVERTISED QTY/PRICE	AD LINES	SPECIAL DATA	AD RATING	POWER RATING POINTS
BIG M/MIDSTATE	10.0	2/24		HANOVER	ORIENTAL INTERNAT'L	16 OZ	1/79	3		1/L	03
		2/24		HANOVER	BROC/CAULI COMB	16 OZ	1/79	3		1/L	03
CHICAGO MARKET	7.0	2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/69	12		3/F	07
		2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/79	8		3/F	07
		2/17		GREEN GIANT	CHOICE OF CHSC	10 OZ	1/79	8		3/F	07
		2/17		GREEN GIANT	CHOICE OF RICE	12 OZ	1/69	10		3/F	07
P & C	13.0	2/17		BIRDS EYE	BROC CAULF COMBINATION	10 OZ	1/76	2		1/L	04
		2/17		BIRDS EYE	CHOICE OF AMERICANA	10 OZ	1/78	4		1/L	04
		2/17		BIRDS EYE	FR BN/ALMD COMB	9 OZ	1/78	3		1/L	04
		2/17		BIRDS EYE	PEAS/ONION COMB	9 OZ	1/78	3		1/L	04
PRICE CHOPPER	10.0	2/10		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/88	12		1/L	03
		2/17		GREEN GIANT	CUT CORN NIB BTRSC	20 OZ	1/88	14		2/L	07
		2/17		GREEN GIANT	CUT CORN NIB BTRSC	20 OZ	1/88	125	I	4/F	14
TOPS	11.0	2/10		BIRDS EYE	CHINESE RICE	11 OZ	1/79	12		1/L	04
		2/10		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/89	45		3/F	11
		2/17		GREEN GIANT	CHOICE OF BTRSC	10 OZ	1/59	45		2/L	07
		2/24		BIRDS EYE	CHOICE OF ONSC	9 OZ	1/69	35		2/L	07
WEGMANS	8.0	2/03		SEABROOK	CHOICE OF INTERNAT'L	16 OZ	1/79	30		3/F	08
		2/10		BIRDS EYE	BROC CAULF COMBINATION	10 OZ	1/69	5		2/L	05
		2/10		BIRDS EYE	CHOICE OF AMERICANA	10 OZ	1/89	14		2/L	05
		2/10		BIRDS EYE	CHOICE OF INTERNAT'L	10 OZ	1/79	45	I	6/F	16
		2/10		BIRDS EYE	CHOICE OF ONSC	8 OZ				2/L	

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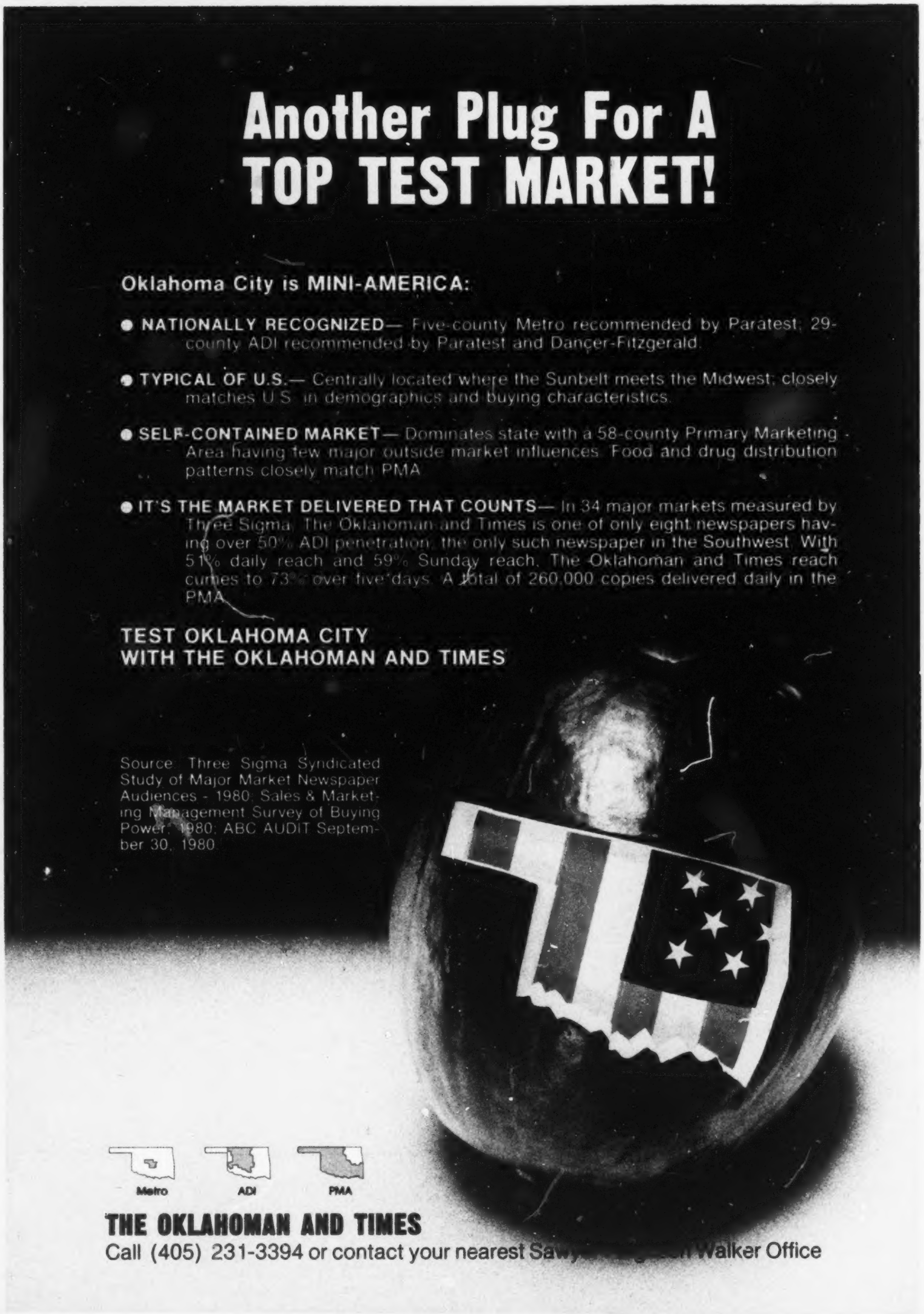
1980 REGIONAL AND STATE SUMMARIES OF POPULATION

S&MM ESTIMATES				Population by Age Group						
REGION State	12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Population	0–17 Years (Thousands)	18–24 Years (Thousands)	25–34 Years (Thousands)	35–49 Years (Thousands)	50 & Over (Thousands)	12/31/80 Households (Thousands)	% Of U.S.
NEW ENGLAND	**12,386.1**	**5.4207**	**31.4**	**3,255.1**	**1,630.1**	**2,032.1**	**2,027.4**	**3,441.4**	**4,423.7**	**5.4011**
Connecticut	3,109.0	1.3606	32.1	810.4	387.6	498.6	539.6	872.8	1,106.2	1.3506
Maine	1,134.3	.4964	30.7	320.7	142.1	182.9	181.8	306.8	403.4	.4925
Massachusetts	5,741.1	2.5126	31.5	1,473.6	782.7	950.3	920.4	1,614.1	2,056.0	2.5103
New Hampshire	935.5	.4094	30.3	261.9	119.4	162.3	156.2	235.7	332.4	.4059
Rhode Island	949.6	.4156	32.0	242.5	127.7	148.6	146.3	284.5	343.2	.4190
Vermont	516.6	.2261	29.7	146.0	70.6	89.4	83.1	127.5	182.5	.2228
MIDDLE ATLANTIC	**36,779.6**	**16.0963**	**32.2**	**9,678.4**	**4,525.5**	**5,794.3**	**6,197.3**	**10,584.1**	**13,227.2**	**16.1501**
New Jersey	7,380.2	3.2299	32.3	1,968.9	873.9	1,157.7	1,296.5	2,083.2	2,576.0	3.1452
New York	17,526.3	7.6702	32.1	4,616.9	2,156.6	2,815.3	2,994.7	4,942.8	6,386.5	7.7978
Pennsylvania	11,873.1	5.1962	32.4	3,092.6	1,495.0	1,821.3	1,906.1	3,558.1	4,264.7	5.2071
EAST NORTH CENTRAL	**41,800.9**	**18.2938**	**29.9**	**11,947.5**	**5,577.3**	**6,836.9**	**6,794.0**	**10,645.2**	**14,853.5**	**18.1359**
Illinois	11,452.7	5.0122	30.3	3,212.2	1,508.3	1,886.8	1,886.6	2,958.8	4,091.6	4.9958
Indiana	5,512.9	2.4127	29.6	1,606.3	738.3	891.1	897.8	1,379.4	1,954.7	2.3866
Michigan	9,287.9	4.0647	29.3	2,720.0	1,266.5	1,542.6	1,503.2	2,255.6	3,242.2	3.9587
Ohio	10,813.3	4.7324	30.3	3,054.8	1,423.0	1,750.7	1,768.5	2,816.3	3,881.7	4.7395
Wisconsin	4,734.1	2.0718	29.9	1,354.2	641.2	765.7	737.9	1,235.1	1,683.3	2.0553
WEST NORTH CENTRAL	**17,281.8**	**7.5633**	**30.4**	**4,829.2**	**2,316.8**	**2,764.4**	**2,704.7**	**4,666.7**	**6,308.3**	**7.7022**
Iowa	2,924.5	1.2798	30.6	823.9	383.6	457.5	446.9	812.6	1,067.9	1.3039
Kansas	2,374.9	1.0394	30.6	646.1	326.5	381.8	369.6	650.9	885.7	1.0814
Minnesota	4,103.6	1.7959	29.7	1,163.9	564.0	690.8	650.5	1,034.4	1,473.7	1.7993
Missouri	4,947.9	2.1655	31.2	1,352.9	641.4	768.8	800.5	1,384.3	1,820.6	2.2229
Nebraska	1,579.6	.6913	30.2	445.8	210.8	254.3	242.7	426.0	581.2	.7096
North Dakota	657.1	.2876	28.9	191.2	96.2	106.4	94.4	168.9	232.5	.2839
South Dakota	694.2	.3038	29.5	205.4	94.3	104.8	100.1	189.6	246.7	.3012
SOUTH ATLANTIC	**37,481.6**	**16.4036**	**31.0**	**10,135.9**	**4,910.6**	**6,167.4**	**6,268.0**	**9,999.7**	**13,483.6**	**16.4631**
Delaware	599.4	.2623	30.1	166.2	83.6	97.4	101.6	150.6	211.5	.2583
District of Columbia	628.5	.2751	31.5	139.1	95.5	122.3	104.4	167.2	251.7	.3073
Florida	10,026.0	4.3878	34.8	2,397.4	1,169.2	1,471.9	1,576.8	3,410.7	3,877.6	4.7344
Georgia	5,536.4	2.4230	29.0	1,646.7	743.7	956.0	940.3	1,249.7	1,917.7	2.3415
Maryland	4,236.8	1.8542	30.5	1,151.5	560.6	739.4	761.2	1,024.1	1,484.6	1.8127
North Carolina	5,930.6	2.5955	29.9	1,658.5	820.1	986.4	1,003.0	1,462.6	2,086.5	2.5475
South Carolina	3,157.7	1.3819	28.5	948.0	444.6	530.6	514.5	720.0	1,055.0	1.2881
Virginia	5,399.0	2.3628	30.1	1,467.5	751.5	950.5	957.9	1,271.6	1,900.5	2.3205
West Virginia	1,967.2	.8610	30.8	561.0	241.8	312.9	308.3	543.2	698.5	.8528
EAST SOUTH CENTRAL	**14,801.0**	**6.4776**	**29.6**	**4,360.0**	**1,946.6**	**2,354.8**	**2,399.0**	**3,740.6**	**5,152.4**	**6.2909**
Alabama	3,921.9	1.7164	29.7	1,160.5	513.5	612.3	636.3	999.3	1,367.3	1.6694
Kentucky	3,698.4	1.6186	29.5	1,083.9	492.8	600.4	544.0	927.3	1,288.9	1.5737
Mississippi	2,540.2	1.1117	28.1	814.1	338.5	378.3	383.3	626.0	842.6	1.0288
Tennessee	4,640.5	2.0309	30.5	1,301.5	601.8	763.8	785.4	1,188.0	1,653.6	2.0190
WEST SOUTH CENTRAL	**24,096.8**	**10.5458**	**28.9**	**7,205.5**	**3,280.5**	**4,031.2**	**3,883.2**	**5,696.4**	**8,479.6**	**10.3534**
Arkansas	2,311.3	1.0116	30.9	672.8	278.9	343.9	364.2	651.5	831.4	1.0151
Louisiana	4,251.2	1.8605	27.8	1,335.6	595.2	698.2	660.6	961.6	1,444.9	1.7642
Oklahoma	3,059.5	1.3389	30.5	857.7	402.5	487.5	498.7	813.1	1,140.2	1.3921
Texas	14,474.8	6.3348	28.6	4,339.4	2,003.9	2,501.6	2,359.7	3,270.2	5,063.1	6.1820
MOUNTAIN	**11,629.5**	**5.0895**	**28.4**	**3,507.4**	**1,604.1**	**2,064.3**	**1,875.9**	**2,577.8**	**4,121.9**	**5.0327**
Arizona	2,805.6	1.2278	29.6	811.4	376.5	464.7	443.7	709.3	999.6	1.2205
Colorado	2,940.4	1.2869	29.0	815.1	422.1	586.7	500.8	615.7	1,093.1	1.3346
Idaho	963.9	.4218	27.9	311.8	123.4	160.8	150.6	217.3	334.0	.4078
Montana	795.3	.3480	29.5	232.1	104.7	136.1	128.1	194.3	290.3	.3545
Nevada	822.0	.3598	30.6	218.5	108.0	150.7	154.6	190.2	316.5	.3864
New Mexico	1,323.1	.5790	27.7	419.3	180.9	223.2	213.2	286.5	454.8	.5553
Utah	1,497.1	.6552	24.3	550.0	219.8	250.0	207.9	269.4	462.1	.5642
Wyoming	482.1	.2110	27.5	149.2	68.7	92.1	77.0	95.1	171.5	.2094
PACIFIC	**32,239.8**	**14.1094**	**30.2**	**8,689.8**	**4,372.4**	**5,893.6**	**5,466.9**	**7,817.1**	**11,851.6**	**14.4706**
Alaska	410.2	.1795	26.3	130.4	62.8	93.6	74.8	48.6	136.6	.1668
California	23,979.8	10.4945	30.3	6,409.9	3,270.9	4,355.0	4,093.4	5,850.6	8,814.2	10.7620
Hawaii	979.1	.4285	28.7	276.2	144.9	184.4	161.3	212.3	301.6	.3682
Oregon	2,678.4	1.1722	30.6	728.0	334.6	495.6	436.8	683.4	1,019.4	1.2447
Washington	4,192.3	1.8347	30.1	1,145.3	559.2	765.0	700.6	1,022.2	1,579.8	1.9289
TOTAL UNITED STATES	**228,497.1**	**100.0000**	**30.4**	**63,608.8**	**30,163.9**	**37,939.0**	**37,616.4**	**59,169.0**	**81,901.8**	**100.0000**



Another Plug For A TOP TEST MARKET!

Oklahoma City is MINI-AMERICA:

- **NATIONALLY RECOGNIZED**— Five-county Metro recommended by Paratest; 29-county ADI recommended by Paratest and Dançer-Fitzgerald.
- **TYPICAL OF U.S.**— Centrally located where the Sunbelt meets the Midwest; closely matches U.S. in demographics and buying characteristics.
- **SELF-CONTAINED MARKET**— Dominates state with a 58-county Primary Marketing Area having few major outside market influences. Food and drug distribution patterns closely match PMA.
- **IT'S THE MARKET DELIVERED THAT COUNTS**— In 34 major markets measured by Three Sigma, The Oklahoman and Times is one of only eight newspapers having over 50% ADI penetration, the only such newspaper in the Southwest. With 51% daily reach and 59% Sunday reach, The Oklahoman and Times reach cumes to 73% over five days. A total of 260,000 copies delivered daily in the PMA.

TEST OKLAHOMA CITY
WITH THE OKLAHOMAN AND TIMES

Source: Three Sigma Syndicated Study of Major Market Newspaper Audiences - 1980; Sales & Marketing Management Survey of Buying Power; 1980; ABC AUDIT September 30, 1980.

THE OKLAHOMAN AND TIMES

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1980 REGIONAL AND STATE SUMMARIES OF EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$					Households by Effective Buying Income Group				
REGION State	1980 Total EBI ($000)	% Of U.S.	Per Capita EBI	Average Household EBI	Median Household EBI	Under $8,000 (Thousands)	$8,000–$9,999 (Thousands)	$10,000–$14,999 (Thousands)	$15,000–$24,999 (Thousands)	$25,000 & Over (Thousands)
NEW ENGLAND	**104,445,185**	**5.7572**	**8,432**	**23,610**	**20,649**	**729.3**	**192.1**	**555.1**	**1,314.2**	**1,633.0**
Connecticut	30,084,931	1.6583	9,677	27,197	23,686	141.2	37.5	110.2	308.1	509.2
Maine	7,476,940	.4122	6,592	18,535	16,336	86.9	24.6	70.6	132.2	89.1
Massachusetts	48,679,852	2.6833	8,479	23,677	20,958	338.7	87.8	249.4	601.1	779.0
New Hampshire	7,230,098	.3985	7,729	21,751	19,408	57.0	15.6	46.5	106.6	106.7
Rhode Island	7,502,962	.4136	7,901	21,862	18,983	66.4	16.0	46.9	107.1	106.8
Vermont	3,470,402	.1913	6,718	19,016	16,484	39.1	10.6	31.5	59.1	42.2
MIDDLE ATLANTIC	**310,261,733**	**17.1022**	**8,436**	**23,456**	**20,294**	**2,295.5**	**586.9**	**1,674.3**	**3,848.1**	**4,820.4**
New Jersey	67,895,759	3.7426	9,200	26,357	23,396	352.2	95.7	270.2	685.8	1,172.1
New York	148,996,028	8.2129	8,501	23,330	19,708	1,177.2	298.0	846.8	1,813.3	2,251.2
Pennsylvania	93,369,946	5.1467	7,864	21,894	19,488	766.1	195.2	557.3	1,349.0	1,397.1
EAST NORTH CENTRAL	**342,661,975**	**18.8882**	**8,197**	**23,069**	**20,731**	**2,570.6**	**624.5**	**1,735.0**	**4,409.8**	**5,513.6**
Illinois	101,975,141	5.6211	8,904	24,923	22,366	661.9	159.1	438.4	1,091.9	1,740.3
Indiana	41,780,101	2.3030	7,579	21,374	19,441	353.0	90.8	258.2	619.0	633.7
Michigan	76,490,232	4.2163	8,235	23,592	21,100	546.4	131.4	367.9	946.9	1,249.6
Ohio	85,702,703	4.7241	7,926	22,079	20,076	694.2	164.1	465.6	1,227.2	1,330.6
Wisconsin	36,713,798	2.0237	7,755	21,811	19,728	315.1	79.1	204.9	524.8	559.4
WEST NORTH CENTRAL	**137,366,437**	**7.5718**	**7,949**	**21,776**	**18,928**	**1,305.0**	**326.7**	**820.6**	**1,771.1**	**2,084.9**
Iowa	23,602,134	1.3010	8,070	22,101	19,534	212.0	54.6	132.6	299.6	369.1
Kansas	20,866,163	1.1501	8,786	23,559	20,105	167.0	42.8	108.8	239.2	327.9
Minnesota	33,188,040	1.8293	8,088	22,520	20,089	274.7	71.0	178.8	427.5	521.7
Missouri	37,147,756	2.0477	7,508	20,404	17,530	429.9	98.6	249.8	505.6	536.7
Nebraska	12,615,790	.6954	7,987	21,706	18,818	116.5	30.6	78.2	166.2	189.7
North Dakota	5,027,186	.2771	7,651	21,622	18,167	45.5	13.8	34.8	65.7	72.7
South Dakota	4,919,368	.2712	7,086	19,941	16,477	59.4	15.3	37.6	67.3	67.1
SOUTH ATLANTIC	**271,182,796**	**14.9481**	**7,235**	**20,112**	**16,856**	**3,055.7**	**802.9**	**2,105.4**	**3,809.0**	**3,710.6**
Delaware	4,847,258	.2672	8,087	22,918	19,973	34.6	9.9	28.2	65.5	73.3
District of Columbia	6,499,848	.3583	10,342	25,824	20,066	41.9	11.2	34.3	68.1	96.2
Florida	74,347,623	4.0981	7,415	19,174	15,359	985.9	265.1	644.6	1,031.3	950.7
Georgia	36,916,329	2.0349	6,668	19,250	16,301	463.2	114.2	302.8	541.1	496.4
Maryland	34,813,564	1.9190	8,217	23,450	20,658	220.5	63.5	195.1	456.2	549.3
North Carolina	39,304,925	2.1666	6,627	18,838	16,045	493.7	131.0	347.5	611.2	503.1
South Carolina	19,812,585	1.0921	6,274	18,780	15,937	260.7	63.7	171.1	301.2	258.3
Virginia	41,621,633	2.2942	7,709	21,900	18,280	368.2	102.0	285.4	541.7	603.2
West Virginia	13,019,031	.7177	6,618	18,639	16,203	187.0	42.3	96.4	192.7	180.1
EAST SOUTH CENTRAL	**93,809,536**	**5.1710**	**6,338**	**18,207**	**15,151**	**1,447.4**	**320.4**	**785.2**	**1,360.3**	**1,239.1**
Alabama	24,726,774	1.3630	6,305	18,084	15,238	382.8	84.0	207.1	366.1	327.3
Kentucky	23,884,868	1.3166	6,458	18,531	15,354	359.2	79.9	192.0	340.8	317.0
Mississippi	14,253,563	.7857	5,611	16,916	13,387	279.5	55.1	126.4	200.0	181.6
Tennessee	30,944,331	1.7057	6,668	18,713	15,782	425.9	101.4	259.7	453.4	413.2
WEST SOUTH CENTRAL	**183,135,557**	**10.0946**	**7,600**	**21,597**	**17,995**	**1,962.0**	**462.9**	**1,134.6**	**2,158.6**	**2,761.5**
Arkansas	14,392,471	.7933	6,227	17,311	13,928	256.5	56.2	130.3	206.8	181.6
Louisiana	29,894,393	1.6478	7,032	20,690	17,167	377.2	78.3	187.5	353.1	448.8
Oklahoma	23,828,138	1.3134	7,788	20,898	17,259	282.3	65.5	152.9	292.2	347.3
Texas	115,020,555	6.3401	7,946	22,717	19,123	1,046.0	262.9	663.9	1,306.5	1,783.8
MOUNTAIN	**86,006,283**	**4.7408**	**7,396**	**20,866**	**18,173**	**826.9**	**220.6**	**599.6**	**1,232.5**	**1,242.3**
Arizona	20,093,512	1.1076	7,162	20,102	17,433	212.2	56.9	152.1	297.5	280.9
Colorado	24,029,406	1.3246	8,172	21,983	19,196	199.5	55.4	150.9	326.9	360.4
Idaho	6,414,746	.3536	6,655	19,206	16,822	74.3	19.0	52.9	104.4	83.4
Montana	5,679,689	.3130	7,142	19,565	16,960	65.9	16.3	43.9	89.1	75.1
Nevada	7,096,419	.3912	8,633	22,422	19,964	50.4	15.2	45.1	93.9	111.9
New Mexico	9,084,049	.5007	6,866	19,974	16,942	106.9	26.3	67.9	123.8	129.9
Utah	9,336,775	.5147	6,237	20,205	18,155	89.2	23.8	67.1	153.2	128.8
Wyoming	4,271,687	.2354	8,861	24,908	21,886	28.5	7.7	19.7	43.7	71.9
PACIFIC	**285,297,313**	**15.7261**	**8,849**	**24,072**	**20,928**	**2,091.4**	**545.1**	**1,412.0**	**3,161.5**	**4,641.6**
Alaska	4,178,047	.2303	10,185	30,586	24,990	17.3	4.5	14.5	32.0	68.3
California	216,459,459	11.9316	9,027	24,558	21,322	1,528.8	403.0	1,034.9	2,277.2	3,570.3
Hawaii	7,850,853	.4328	8,018	26,031	22,266	40.6	11.7	39.1	80.7	129.5
Oregon	20,619,988	1.1366	7,699	20,228	17,953	217.0	54.5	141.9	316.5	289.5
Washington	36 188,966	1.9948	8,632	22,907	20,600	287.7	71.4	181.6	455.1	584.0
TOTAL UNITED STATES	**1,814,166,815**	**100.0000**	**7,940**	**22,151**	**19,146**	**16,283.8**	**4,084.1**	**10,821.8**	**23,065.1**	**27,647.0**

"The West is more resilient"

Economist Ezra Solomon says that

Western America holds up better against recession and bounces back faster.

Dr. Solomon explains why:

- "A basic strength of the Western market is its diversified economy. Like an investor's diversified portfolio, it provides balances against the extremes of the cycles.

- "The West has younger, more innovative industries (electronics, aerospace, high technology research), a wealth of resources, and a powerful agricultural base.

- "It has innovative marketers and experimental-minded consumers. Many of the national trends get started in the West.

- "Its economy is bolstered, and will be increasingly, by TransPacific trade, which already surpasses the entire U. S. trade with the Common Market.

- "The housing market usually leads recovery; and the West, with its heavy in-migration, new industries, and a young population, has an enormous pent-up demand. *Recovery definitely will be faster in the West.*"

Ezra Solomon is Dean Witter Professor of Finance, Graduate School of Business Administration, Stanford University. His authoritative writing has influenced economic thinking throughout the world.

Sunset is the access door to this resilient market.

Marketers, plagued by rising costs and declining markets, can profit from Ezra Solomon's evaluation: the West is more stable during recession and geared to faster recovery.

The West, with 19% of the U. S. population, has close to 50% of the total land area and a lion's share of resources. If it were a nation, it would rank fifth in the world in GNP, and top all major industrialized nations in per capita income.

Today, business executives have a golden opportunity to concentrate on this market, where the ability to adapt and roll with the punch is a major strength.

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Millions of Westerners regularly vote Sunset the *most helpful* magazine they read. That's just one more reason why it works so well in the West. In good times or bad.

Sunset
The Magazine of Western Living

Sunset
WORKS FOR THE WEST

1980 REGIONAL AND STATE SUMMARIES OF RETAIL SALES

S&MM ESTIMATES				Retail Sales by Store Group						Sales/Advertising Indexes		
REGION State	1980 Total Retail Sales ($000)	% Of U.S.	Per Household Retail Sales	Food ($000)	Eating & Drinking Places ($000)	General Merchandise ($000)	Furniture/ Home Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
NEW ENGLAND	**51,929,598**	**5.3772**	**11,739**	**12,024,016**	**4,792,718**	**6,210,605**	**2,206,316**	**6,920,492**	**1,647,300**	**99**	**5.5760**	**103**
Connecticut	12,611,711	1.3059	11,401	2,856,972	1,143,274	1,470,400	598,439	1,749,340	375,170	96	1.4932	110
Maine	4,578,088	.4740	11,349	1,101,060	349,456	491,712	163,285	740,138	147,000	95	.4475	90
Massachusetts	25,189,689	2.6084	12,252	5,797,660	2,480,143	3,276,348	1,052,230	3,023,260	849,980	104	2.6267	105
New Hampshire	4,225,429	.4375	12,712	1,035,927	350,928	424,962	183,486	657,268	109,071	107	.4125	101
Rhode Island	3,326,007	.3444	9,691	782,590	303,471	375,222	135,906	450,053	116,522	83	.3932	95
Vermont	1,998,674	.2070	10,952	449,807	165,4[illegible]	171,961	72,970	300,433	49,557	92	.2029	90
MIDDLE ATLANTIC	**146,769,580**	**15.1976**	**11,096**	**35,730,168**	**13,820,234**	**17,520,012**	**7,038,329**	**22,810,314**	**3,915,784**	**94**	**16.3296**	**101**
New Jersey	31,761,939	3.2889	12,330	7,758,588	2,949,953	3,430,962	1,576,908	5,095,782	677,400	102	3.5039	108
New York	68,385,105	7.0811	10,708	17,335,695	6,876,783	8,320,838	3,283,604	9,182,008	2,023,434	92	7.7648	101
Pennsylvania	46,622,536	4.8276	10,932	10,635,885	3,993,498	5,768,212	2,177,817	8,532,524	1,214,950	93	5.0609	97
EAST NORTH CENTRAL	**173,847,576**	**18.0013**	**11,704**	**37,223,856**	**17,205,940**	**23,786,070**	**7,685,565**	**28,346,546**	**6,403,255**	**98**	**18.5031**	**101**
Illinois	48,060,409	4.9765	11,746	9,796,168	4,879,557	6,222,747	2,201,597	7,718,972	1,786,869	99	5.3059	106
Indiana	21,541,075	2.2305	11,020	4,473,200	2,002,868	2,737,948	834,934	3,680,168	908,648	92	2.3031	95
Michigan	40,545,384	4.1983	12,506	8,238,009	3,886,662	5,996,429	1,924,008	7,055,684	1,571,818	103	4.1806	103
Ohio	44,742,092	4.6329	11,526	10,591,831	4,314,753	6,448,782	1,872,751	7,099,968	1,560,740	98	4.6983	99
Wisconsin	18,958,616	1.9631	11,263	4,124,648	2,122,100	2,380,164	852,275	2 791,754	575,180	95	2.0152	97
WEST NORTH CENTRAL	**74,985,398**	**7.7645**	**11,887**	**14,705,528**	**7,031,714**	**9,718,426**	**3,095,525**	**14,894,488**	**1,950,028**	**103**	**7.6279**	**101**
Iowa	12,963,454	1.3423	12,139	2,630,523	1,194,375	1,567,170	583,896	2,629,073	353,352	105	1.3092	102
Kansas	10,310,072	1.0676	11,641	2,029,661	951,547	1,358,058	471,003	2,221,705	232,409	103	1.1033	106
Minnesota	18,053,915	1.8694	12,251	3,257,920	1,688,254	2,516,068	702,161	3,228,090	486,095	104	1.8347	102
Missouri	20,751,534	2.1488	11,398	4,402,430	1,903,377	2,869,402	792,403	4,223,102	518,268	99	2.1015	97
Nebraska	6,770,314	.7010	11,649	1,300,276	696,552	866,548	307,224	1,311,782	162,075	101	.6963	101
North Dakota	3,072,873	.3182	13,217	505,707	294,678	282,023	120,750	688,719	88,067	111	.2916	101
South Dakota	3,063,236	.3172	12,417	579,011	302,931	259,157	118,088	592,017	109,762	104	.2913	96
SOUTH ATLANTIC	**158,370,462**	**16.3987**	**11,745**	**37,887,483**	**12,974,222**	**19,560,571**	**7,127,642**	**29,706,177**	**5,788,667**	**100**	**15.6746**	**96**
Delaware	2,709,052	.2805	12,809	642,645	202,252	386,464	125,627	415,826	103,742	107	.2702	103
District of Columbia	2,410,079	.2496	9,575	435,458	450,959	178,630	133,212	200,810	114,588	91	.3089	112
Florida	47,387,758	4.9068	12,221	11,452,467	4,343,399	5,946,760	2,292,252	8,779,382	1,749,361	112	4.3988	100
Georgia	22,073,227	2.2856	11,510	5,197,847	1,763,308	2,836,390	821,878	4,277,205	776,014	94	2.1878	90
Maryland	19,567,229	2.0261	13,180	4,647,833	1,601,997	2,559,060	838,126	3,489,880	739,499	109	1.9382	105
North Carolina	21,567,399	2.2332	10,337	5,174,756	1,556,694	2,461,615	1,062,866	4,315,901	797,676	86	2.2723	88
South Carolina	11,509,199	1.1918	10,909	2,891,941	849,298	1,321,787	487,529	2,112,613	411,354	86	1.1801	85
Virginia	23,485,690	2.4318	12,358	5,513,144	1,753,848	2,879,589	1,031,967	4,541,289	837,201	103	2.3494	99
West Virginia	7,660,829	.7933	10,968	1,931,392	452,467	990,276	334,185	1,573,271	259,232	92	.7689	89
EAST SOUTH CENTRAL	**54,285,611**	**5.6211**	**10,536**	**14,132,549**	**3,757,324**	**6,979,676**	**2,332,194**	**9,273,020**	**1,826,671**	**87**	**5.5675**	**86**
Alabama	14,146,775	1.4649	10,347	3,527,897	951,837	1,845,528	616,012	2,488,753	458,891	85	1.4643	85
Kentucky	14,527,730	1.5043	11,271	3,885,285	1,030,048	1,652,242	641,949	2,296,637	509,372	93	1.4333	89
Mississippi	8,237,675	.8530	9,776	2,394,572	511,115	1,092,861	315,331	1,416,805	288,415	77	.8711	78
Tennessee	17,373,431	1.7989	10,506	4,324,795	1,264,324	2,389,045	758,902	3,070,825	569,993	89	1.7988	89
WEST SOUTH CENTRAL	**108,441,979**	**11.2289**	**12,789**	**23,412,900**	**8,361,746**	**13,885,212**	**4,702,871**	**24,804,874**	**3,265,808**	**106**	**10.5254**	**100**
Arkansas	8,851,973	.9166	10,647	1,992,908	534,776	1,112,714	322,438	1,956,876	292,612	91	.8741	86
Louisiana	16,071,506	1.6642	11,123	3,926,268	1,191,882	2,279,133	701,532	3,295,378	548,435	89	1.6952	91
Oklahoma	13,488,260	1.3967	11,830	3,056,864	1,004,657	1,616,271	631,408	3,124,335	311,117	104	1.3436	100
Texas	70,030,240	7.2514	13,831	14,436,860	5,630,431	8,877,094	3,047,493	16,428,285	2,113,644	114	6.6125	104
MOUNTAIN	**50,101,345**	**5.1879**	**12,155**	**10,792,220**	**3,772,555**	**5,748,393**	**2,875,297**	**9,615,341**	**1,557,041**	**102**	**4.9442**	**97**
Arizona	10,746,119	1.1127	10,750	2,612,556	854,933	1,286,960	696,530	2,013,703	380,908	91	1.1331	92
Colorado	13,586,794	1.4069	12,430	2,973,825	1,130,653	1,553,785	739,000	2,596,196	306,218	109	1.3415	104
Idaho	3,967,723	.4109	11,879	892,444	280,527	390,315	242,650	773,683	106,795	97	.3844	91
Montana	3,661,086	.3791	12,611	736,292	278,014	332,116	191,277	666,251	139,669	109	.3399	98
Nevada	4,515,475	.4676	14,267	811,570	338,275	550,644	221,904	860,410	271,798	130	.4077	113
New Mexico	5,576,939	.5774	12,262	1,185,950	406,285	613,956	301,160	1,155,279	153,695	100	.5394	93
Utah	5,453,214	.5647	11,801	1,081,414	311,098	832,899	357,225	1,086,423	128,864	86	.5577	85
Wyoming	2,593,995	.2686	15,125	498,169	172,770	187,718	125,551	463,396	69,094	127	.2405	114
PACIFIC	**147,014,116**	**15.2228**	**12,405**	**33,490,305**	**15,593,049**	**19,748,047**	**7,098,574**	**23,437,010**	**5,631,446**	**108**	**15.2517**	**108**
Alaska	2,295,107	.2376	16,802	589,811	392,886	272,391	63,981	218,193	107,824	132	.2223	124
California	108,154,389	11.1990	12,270	25,239,282	11,071,528	14,079,364	5,354,854	17,375,729	4,022,473	107	11.4244	109
Hawaii	4,518,261	.4679	14,981	910,694	653,305	961,285	102,485	465,938	264,936	109	.4425	103
Oregon	13,186,279	1.3654	12,935	2,564,884	1,377,582	2,146,330	678,287	2,297,513	459,220	116	1.2123	103
Washington	18,860,080	1.9529	11,938	4,185,634	2,097,748	2,288,677	898,967	3,079,637	776,993	106	1.9502	106
TOTAL UNITED STATES	**965,745,665**	**100.0000**	**11,792**	**219,399,025**	**87,309,502**	**123,157,012**	**44,162,313**	**169,808,262**	**31,986,000**	**100**	**100.0000**	**100**

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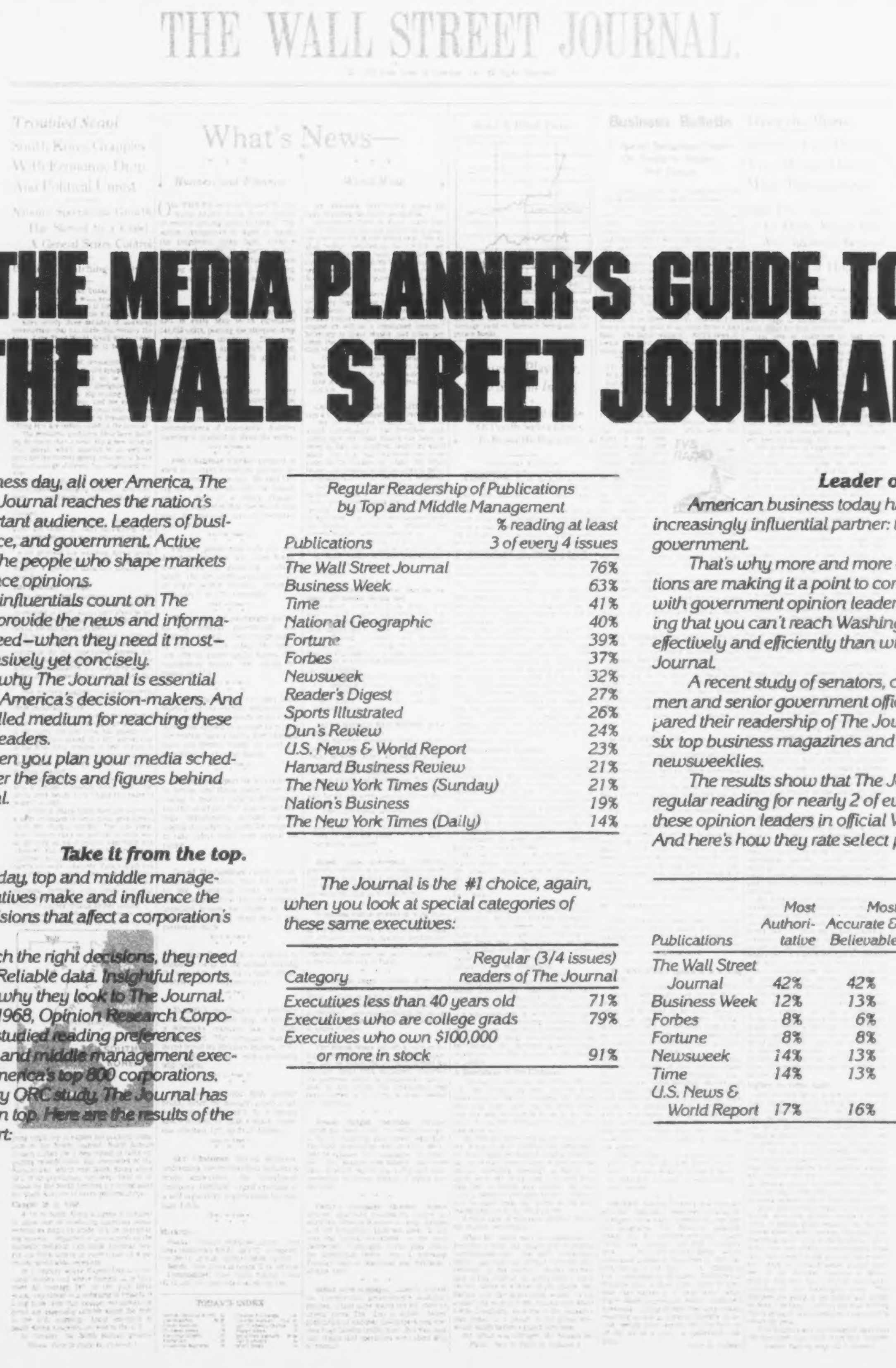
POPULATION

Area	(Thous.)	Rank
New York	9,078.0	1
Los Angeles - Long Beach	7,513.0	2
Chicago	7,118.1	3
Philadelphia	4,709.8	4
Detroit	4,345.0	5
Boston - Lowell - Brockton - Lawrence - Haverhill	3,658.5	6
San Francisco - Oakland	3,266.9	7
Washington	3,071.3	8
Dallas - Fort Worth	3,023.5	9
Houston	2,977.3	10
Nassau - Suffolk	2,611.5	11
St. Louis	2,358.1	12
Pittsburgh	2,253.5	13
Baltimore	2,180.6	14
Minneapolis St. Paul	2,127.6	15
Atlanta	2,064.2	16
Anaheim - Santa Ana - Garden Grove	1,972.3	17
Newark, N.J.	1,958.7	18
San Diego	1,904.9	19
Cleveland	1,888.7	20
Miami	1,719.2	21
Denver - Boulder	1,648.6	22
Seattle - Everett	1,621.6	23
Tampa - St. Petersburg	1,605.0	24
Riverside - San Bernardino - Ontario	1,593.2	25
Phoenix	1,559.8	26
Cincinnati	1,403.3	27
Milwaukee	1,399.4	28
Kansas City	1,332.5	29
San Jose	1,314.1	30
Portland, Ore.	1,262.8	31
Buffalo	1,233.3	32
New Orleans	1,199.0	33
Indianapolis	1,171.4	34
Columbus, Ohio	1,099.3	35
San Antonio	1,086.7	36
Hartford - New Britain - Bristol	1,051.1	37
Fort Lauderdale - Hollywood	1,042.8	38
Sacramento	1,031.2	39
Rochester, N.Y.	972.0	40
Salt Lake City - Ogden	956.5	41
Memphis	919.5	42
Louisville	909.1	43
Providence - Warwick - Pawtucket	867.8	44
Nashville-Davidson	862.2	45
Birmingham	853.1	46
Oklahoma City	843.7	47
Greensboro - Winston-Salem - High Point	834.2	48
Dayton	828.7	49
Norfolk - Virginia Beach - Portsmouth	813.7	50
Total Top 50	**105,116.3**	
Bridgeport - Stamford - Norwalk - Danbury	807.2	51
Albany - Schenectady - Troy	796.0	52
Toledo	794.7	53
Honolulu	772.1	54
New Haven - West Haven - Waterbury - Meriden	761.4	55
Jacksonville, Fla.	746.9	56
Orlando	719.4	57
Tulsa	699.6	58
Akron	658.8	59
Worcester - Fitchburg - Leominster	647.5	60
Gary - Hammond - East Chicago	643.9	61
Charlotte - Gastonia	642.8	62
Syracuse	642.4	63
Northeast Pennsylvania	641.8	64
Allentown - Bethlehem - Easton	640.0	65
Richmond	638.4	66
Grand Rapids	607.1	67
New Brunswick - Perth Amboy - Sayreville	595.8	68
West Palm Beach - Boca Raton	589.6	69
Springfield - Chicopee - Holyoke	581.9	70
Greenville - Spartanburg	575.4	71
Omaha	573.4	72
Jersey City	555.0	73
Austin	550.8	74
Tucson	549.5	75
Oxnard - Simi Valley - Ventura	542.5	76
Raleigh - Durham	538.8	77
Youngstown - Warren	530.7	78
Wilmington, Del.	526.3	79
Fresno	523.7	80
Flint	522.6	81
Long Branch - Asbury Park	506.1	82
Baton Rouge	503.5	83
Tacoma	493.4	84
El Paso	489.4	85
Knoxville	481.5	86
New Bedford - Fall River	477.3	87
Las Vegas	475.7	88
Lansing - East Lansing	472.4	89
Albuquerque	464.2	90
Harrisburg	448.7	91
Mobile	447.8	92
Paterson - Clifton - Passaic	446.1	93
Johnson City - Kingsport - Bristol	437.7	94
Charleston - North Charleston, S.C.	436.8	95
Chattanooga	430.4	96
Portsmouth - Dover - Rochester	423.3	97
Columbia, S.C.	414.7	98
Wichita	413.5	99
Bakersfield	409.4	100
Total Top 100	**133,404.2**	
Canton	405.2	101
Little Rock - North Little Rock	398.6	102
Davenport - Rock Island - Moline	386.1	103
York	385.1	104
Fort Wayne	384.8	105
Shreveport	379.6	106
Beaumont - Port Arthur - Orange	378.1	107
Peoria	368.1	108
Newport News - Hampton	367.1	109
Lancaster	365.5	110
Stockton	352.3	111
Spokane	346.6	112
Vallejo - Fairfield - Napa	341.5	113
Des Moines	340.4	114
Augusta	332.0	115
Corpus Christi	329.5	116
Lakeland - Winter Haven	328.0	117
Madison	326.4	118
Jackson, Miss.	325.2	119
Colorado Springs	323.3	120
Lexington-Fayette	322.2	121
Utica - Rome	318.6	122
Reading	314.1	123
Huntington - Ashland	313.3	124
Evansville	311.7	125
Huntsville	310.1	126
Trenton	307.9	127
Santa Rosa	307.5	128
Santa Barbara - Santa Maria - Lompoc	301.6	129
Binghamton	300.9	130
Salinas - Seaside - Monterey	295.0	131
Pensacola	293.3	132
Appleton - Oshkosh	292.8	133
McAllen - Pharr - Edinburg	291.8	134
Kalamazoo - Portage	281.2	135
Erie	281.0	136
Manchester - Nashua	280.8	137
South Bend	280.7	138
Rockford	280.1	139
Eugene - Springfield	279.9	140
Lorain - Elyria	276.3	141
Melbourne - Titusville - Cocoa	276.1	142
Montgomery	276.0	143
Modesto	271.8	144
Charleston, W.Va.	270.8	145
Ann Arbor	267.4	146
Duluth - Superior	267.2	147
Daytona Beach	265.4	148
Johnstown	264.8	149
Newburgh - Middletown	262.8	150
Total Top 150	**149,230.7**	
Hamilton - Middletown	261.2	151
Macon	256.9	152
Salem	255.3	153
Visalia - Tulare - Porterville	250.8	154
Fayetteville, N.C.	250.4	155
Poughkeepsie	247.0	156
Portland, Me.	246.5	157
Columbus, Ga.	239.2	158
New London - Norwich	239.0	159
Savannah	232.9	160
Saginaw	228.7	161
Provo - Orem	225.8	162
Roanoke	225.7	163
Killeen - Temple	219.2	164
Lima	219.0	165
Brownsville - Harlingen - San Benito	215.3	166
Lubbock	214.3	167
Fort Myers - Cape Coral	212.7	168
Springfield, Mo.	210.9	169
Sarasota	208.3	170
Fort Smith	206.3	171
Reno	199.0	172
Galveston - Texas City	198.3	173
Atlantic City	195.4	174
Lincoln	195.1	175
Biloxi - Gulfport	194.2	176
Santa Cruz	193.4	177
Springfield, Ill.	189.3	178
Battle Creek	187.9	179
Salisbury - Concord	186.6	180
Topeka	186.1	181
Wheeling	185.8	182
Springfield, Ohio	183.5	183
Fayetteville - Springdale	182.1	184
Muskegon - Norton Shores - Muskegon Heights	179.8	185
Asheville	178.9	186
Boise	178.1	187
Anchorage	177.5	188
Terre Haute	176.8	189
Green Bay	176.7	190
Amarillo	176.3	191
Yakima	175.0	192
Racine	173.5	193
Waco	172.8	194
Benton Harbor	171.7	195
Cedar Rapids	170.4	196
Lake Charles	168.9	197
Champaign - Urbana - Rantoul	168.8	198
St. Cloud	165.9	199
Parkersburg - Marietta	164.2	200
Total Top 200	**159,348.1**	
Tallahassee	163.5	201
Steubenville - Weirton	162.6	202
Gainesville	155.0	203
Lynchburg	154.6	204
Longview - Marshall	154.4	205
Fort Collins	153.9	206
Alexandria, La.	153.6	207
Lafayette, La.	153.1	208
Clarksville - Hopkinsville	153.0	209
Bradenton	152.3	210
Jackson, Mich.	152.0	211
Bremerton	150.3	212
Richland - Kennewick - Pasco	149.1	213
Chico	147.2	214
Pittsfield	144.5	215
Wilmington, N.C.	141.5	216
Monroe	140.9	217
Abilene	140.7	218
Janesville - Beloit	140.0	219
Anderson, Ind.	139.3	220
Tuscaloosa	139.3	220
Fargo - Moorhead	139.0	222
Waterloo - Cedar Falls	138.6	223
Elkhart	138.2	224
Bangor	137.9	225
Altoona	136.7	226
Florence, Ala.	136.2	227
Medford	135.4	228
Anderson, S.C.	135.3	229
Vineland - Millville - Bridgeton	133.5	230
Decatur	131.9	231
Eau Claire	131.9	231
Athens	131.8	233
Hickory	131.5	234
Mansfield	131.2	235
Tyler	130.9	236
Wichita Falls	130.9	236
Petersburg - Colonial Heights - Hopewell	129.7	238
Joplin	128.7	239
Muncie	128.4	240
Sharon	128.3	241
Olympia	128.2	242
Texarkana	128.2	242
Ocala	126.5	244
Pueblo	126.3	245
Greeley	126.0	246
Kenosha	123.5	247
Lafayette - West Lafayette	122.2	248
Newark, Ohio	121.9	249
Bloomington - Normal	120.4	250
Total Top 250	**166,278.1**	
Pascagoula - Moss Point	120.2	251
Bay City	120.0	252
Redding	118.9	253
Williamsport	118.9	253
Anniston	117.8	255
Sioux City	117.8	255
Odessa	117.5	257
Burlington, Vt.	116.7	258
Charlottesville	115.2	259
Albany, Ga.	114.1	260
Jacksonville, N.C.	113.8	261
Hagerstown	113.6	262
State College	113.6	262
Lawton	112.9	264
Wausau	112.5	265
Danville, Va.	112.2	266
Florence, S.C.	111.7	267
Fort Walton Beach	111.6	268
Sioux Falls	110.6	269
Billings	110.4	270
Glens Falls	110.1	271
Bellingham	108.7	272
Rock Hill	108.4	273
Cumberland	107.7	274
Kokomo	103.9	275
Kankakee	103.7	276
Gadsden	103.6	277
Yuba City	103.3	278
Columbia, Mo.	102.7	279
St. Joseph	102.3	280
Sheboygan	101.7	281
Grand Forks	101.4	282
Laredo	101.4	282
Lewiston - Auburn	100.2	284
Panama City	99.3	285
Bloomington, Ind.	99.2	286
Burlington, N.C.	99.1	287
Las Cruces	98.3	288
Elmira	97.4	289
Bryan - College Station	96.2	290
Dubuque	94.1	291
Rochester, Minn.	92.7	292
La Crosse	91.9	293
Pine Bluff	91.1	294
Sherman - Denison	90.3	295
Owensboro	86.5	296
San Angelo	85.9	297
Midland	84.2	298
Iowa City	82.5	299
Bismarck	81.6	300
Great Falls	80.6	301
Casper	73.6	302
Victoria	70.1	303
Lawrence, Kans.	68.4	304
Enid	63.4	305
Total Above Areas	**171,863.6**	
Percent of U.S.	**75.2148**	
U.S. Total	**228,497.1**	



THE MEDIA PLANNER'S GUIDE TO THE WALL STREET JOURNAL.

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Regular Readership of Publications by Top and Middle Management

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Time	*41%*
National Geographic	*40%*
Fortune	*39%*
Forbes	*37%*
Newsweek	*32%*
Reader's Digest	*27%*
Sports Illustrated	*26%*
Dun's Review	*24%*
U.S. News & World Report	*23%*
Harvard Business Review	*21%*
The New York Times (Sunday)	*21%*
Nation's Business	*19%*
The New York Times (Daily)	*14%*

The Journal is the #1 choice, again, when you look at special categories of these same executives:

Category	*Regular (3/4 issues) readers of The Journal*
Executives less than 40 years old	*71%*
Executives who are college grads	*79%*
Executives who own $100,000 or more in stock	*91%*

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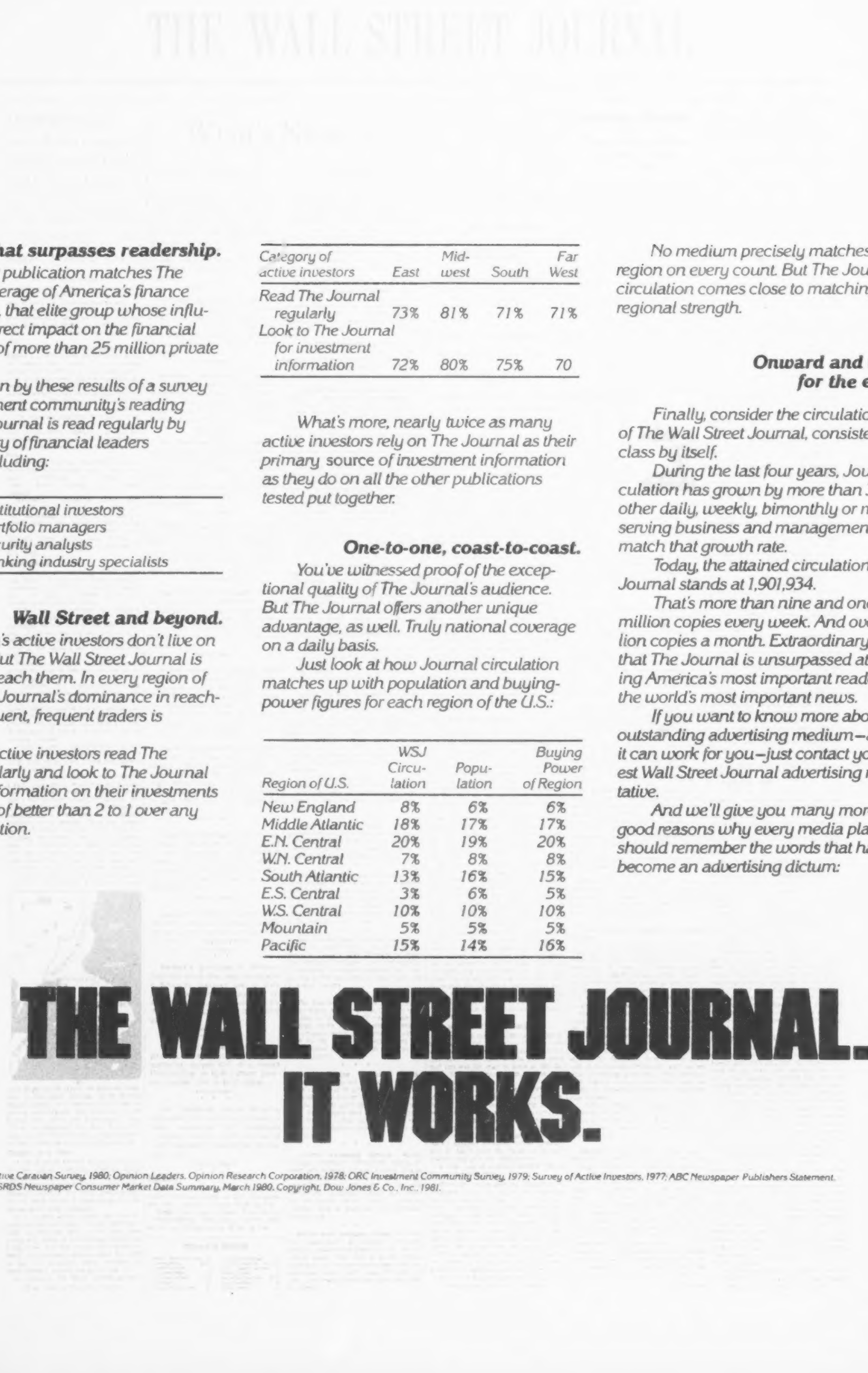
The Wall Street Journal	*42%*	*42%*	*48%*
Business Week	*12%*	*13%*	*19%*
Forbes	*8%*	*6%*	*8%*
Fortune	*8%*	*8%*	*8%*
Newsweek	*14%*	*13%*	*8%*
Time	*14%*	*13%*	*10%*
U.S. News & World Report	*17%*	*16%*	*16%*



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99%	of all portfolio managers
99%	of all security analysts
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Category of active investors	East	Mid-west	South	Far West
Read The Journal regularly	73%	81%	71%	71%
Look to The Journal for investment information	72%	80%	75%	70

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Region of U.S.	WSJ Circulation	Population	Buying Power of Region
New England	8%	6%	6%
Middle Atlantic	18%	17%	17%
E.N. Central	20%	19%	20%
W.N. Central	7%	8%	8%
South Atlantic	13%	16%	15%
E.S. Central	3%	6%	5%
W.S. Central	10%	10%	10%
Mountain	5%	5%	5%
Pacific	15%	14%	16%

No medium precisely matches every region on every count. But The Journal's circulation comes close to matching regional strength.

Onward and upward for the eighties.

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THE WALL STREET JOURNAL. IT WORKS.

Sources: ORC Executive Caravan Survey, 1980; Opinion Leaders, Opinion Research Corporation, 1978; ORC Investment Community Survey, 1979; Survey of Active Investors, 1977; ABC Newspaper Publishers Statement, September 30, 1980; SRDS Newspaper Consumer Market Data Summary, March 1980. Copyright, Dow Jones & Co., Inc., 1981.

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To lead the good life to its fullest, money is important. And important employers like Eastman Kodak, Xerox, General Motors, and Sybron provide lots of it to Rochesterians. It's easy to see why the average household income in Rochester is $25,553. That's more than 15% above the national average.

The employment rate in Rochester is traditionally the highest in the State of New York!

Rochester's newspapers are the best way to reach this quality market. On the average weekday, 69% of all SMSA adults read one or both of the daily newspapers, and 73% read every Sunday. In households with incomes over $20,000, readership jumps to 83% every day of the week.

Rochester is a good market in which to live and do business. We can be good for you too!

the class market in the northeast

Compare these numbers, then you'll buy Rochester

Population	972,000
Households	346,000
Effective Buying Income	$8,841,176,000
Total Retail Sales	$4,454,078,000
Food Sales	$1,043,933,000
General Merchandise Sales	$499,015,000

Source of Figures:
S&MM "Survey of Buying Power" 1981
and Belden Continuing Market Study 1979/80

Rochester, New York, rates #1 in quality of life

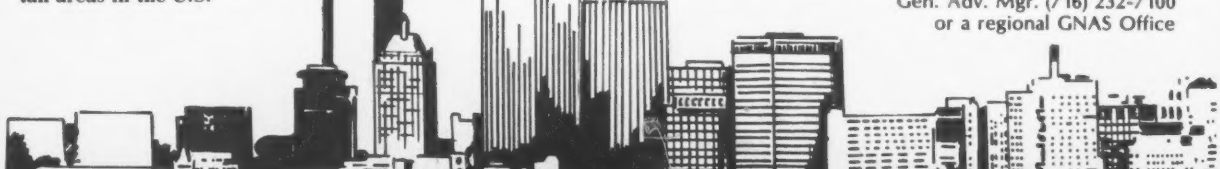
Metropolitan Rochester rates No. 1 in a survey on the "quality of life" in 16 major metropolitan areas in the U.S.

Democrat and Chronicle
morning & Sunday

TIMES-UNION
evening

GANNETT

For additional information please call Bob Cornell,
Gen. Adv. Mgr. (716) 232-7100
or a regional GNAS Office



HOUSEHOLDS

Area	(Thous.)	Rank
New York	3,511.7	1
Los Angeles - Long Beach	2,753.7	2
Chicago	2,514.0	3
Philadelphia	1,653.1	4
Detroit	1,523.2	5
Boston - Lowell - Brockton - Lawrence - Haverhill	1,309.5	6
San Francisco - Oakland	1,299.1	7
Washington	1,129.4	8
Dallas - Fort Worth	1,105.2	9
Houston	1,063.8	10
St. Louis	847.9	11
Pittsburgh	834.2	12
Nassau - Suffolk	819.3	13
Minneapolis - St. Paul	778.3	14
Baltimore	768.0	15
Atlanta	740.9	16
Anaheim - Santa Ana - Garden Grove	708.6	17
Cleveland	698.9	18
San Diego	692.5	19
Newark, N.J.	680.0	20
Tampa - St. Petersburg	658.2	21
Miami	636.8	22
Seattle - Everett	630.8	23
Denver - Boulder	628.2	24
Phoenix	569.7	25
Riverside - San Bernardino - Ontario	568.1	26
Milwaukee	507.7	27
Cincinnati	504.9	28
Kansas City	500.7	29
Portland, Ore.	490.1	30
San Jose	471.2	31
Buffalo	447.2	32
Fort Lauderdale Hollywood	431.7	33
New Orleans	427.9	34
Indianapolis	424.7	35
Columbus, Ohio	404.3	36
Sacramento	396.2	37
Hartford - New Britain - Bristol	376.1	38
San Antonio	358.0	39
Rochester, N.Y.	346.0	40
Louisville	329.0	41
Oklahoma City	318.8	42
Memphis	318.0	43
Providence - Warwick - Pawtucket	314.5	44
Nashville-Davidson	309.2	45
Birmingham	308.9	46
Salt Lake City - Ogden	306.2	47
Greensboro - Winston-Salem - High Point	305.0	48
Dayton	303.3	49
Albany - Schenectady - Troy	290.5	50
Total Top 50	**38,313.2**	
Bridgeport - Stamford - Norwalk - Danbury	283.3	51
Toledo	281.6	52
New Haven - West Haven - Waterbury - Meriden	274.7	53
Norfolk - Virginia Beach - Portsmouth	271.0	54
Jacksonville, Fla.	270.3	55
Tulsa	264.2	56
Orlando	262.6	57
West Palm Beach - Boca Raton	242.6	58
Akron	236.3	59
Honolulu	235.6	60
Northeast Pennsylvania	235.3	61
Allentown - Bethlehem - Easton	234.1	62
Richmond	232.2	63
Charlotte - Gastonia	231.0	64
Worcester - Fitchburg - Leominster	228.2	65
Syracuse	226.1	66
Gary - Hammond - East Chicago	216.9	67
Grand Rapids	210.5	68
Jersey City	208.5	69
Omaha	207.2	70
Tucson	204.7	71
Springfield - Chicopee - Holyoke	204.4	72
Austin	203.8	73
Greenville - Spartanburg	201.8	74
New Brunswick - Perth Amboy - Sayreville	199.0	75
Raleigh - Durham	194.8	76
Youngstown - Warren	188.7	77
Wilmington, Del.	184.0	78
Fresno	183.5	79
Las Vegas	181.1	80
Flint	180.6	81
Oxnard - Simi Valley - Ventura	179.5	82
Tacoma	179.1	83
Knoxville	178.6	84
Long Branch - Asbury Park	173.0	85
Baton Rouge	169.3	86
New Bedford - Fall River	169.2	87
Albuquerque	167.5	88
Harrisburg	165.8	89
Lansing - East Lansing	162.5	90
Johnson City - Kingsport - Bristol	157.3	91
Wichita	156.5	92
Paterson - Clifton - Passaic	153.8	93
Chattanooga	153.7	94
Mobile	153.4	95
Portsmouth - Dover - Rochester	149.2	96
Little Rock - North Little Rock	145.1	97
El Paso	144.8	98
Canton	144.4	99
Bakersfield	143.4	100
Total Top 100	**48,337.9**	
Charleston - North Charleston, S.C.	141.7	101
Davenport - Rock Island - Moline	140.4	102
York	137.7	103
Columbia, S.C.	137.1	104
Fort Wayne	136.5	105
Shreveport	135.6	106
Beaumont - Port Arthur - Orange	134.2	107
Peoria	132.8	108
Spokane	131.6	109
Des Moines	128.6	110
Stockton	127.5	111
Newport News - Hampton	126.5	112
Lancaster	126.2	113
Madison	123.6	114
Vallejo - Fairfield - Napa	120.8	115
Santa Rosa	118.8	116
Lakeland - Winter Haven	118.0	117
Lexington-Fayette	116.8	118
Reading	116.0	119
Evansville	115.8	120
Colorado Springs	114.1	121
Huntington - Ashland	112.5	122
Utica - Rome	112.2	123
Augusta	111.7	124
Santa Barbara - Santa Maria - Lompoc	111.6	125
Jackson, Miss.	110.6	126
Daytona Beach	109.4	127
Huntsville	107.9	128
Binghamton	107.4	129
Eugene - Springfield	106.8	130
Corpus Christi	106.7	131
Trenton	106.7	131
Melbourne - Titusville - Cocoa	104.9	133
Pensacola	102.2	134
Appleton - Oshkosh	101.3	135
Charleston, W.Va.	101.0	136
South Bend	101.0	136
Kalamazoo - Portage	100.6	138
Rockford	100.4	139
Duluth - Superior	99.3	140
Erie	98.4	141
Manchester - Nashua	98.3	142
Salinas - Seaside - Monterey	97.9	143
Modesto	97.7	144
Ann Arbor	95.1	145
Montgomery	94.9	146
Salem	93.6	147
Johnstown	92.9	148
Lorain - Elyria	92.4	149
Sarasota	92.0	150
Total Top 150	**53,985.6**	
Portland, Me.	90.5	151
Hamilton - Middletown	89.9	152
Macon	88.3	153
Fort Myers - Cape Coral	86.4	154
Newburgh - Middletown	85.8	155
Roanoke	84.7	156
New London - Norwich	82.9	157
Visalia - Tulare - Porterville	82.8	158
Poughkeepsie	82.1	159
Savannah	81.9	160
Reno	80.2	161
Columbus, Ga.	79.2	162
Springfield, Mo.	79.0	163
McAllen - Pharr - Edinburg	78.8	164
Saginaw	77.3	165
Fayetteville, N.C.	76.9	166
Lima	75.8	167
Fort Smith	74.8	168
Lubbock	74.5	169
Santa Cruz	74.1	170
Springfield, Ill.	73.6	171
Lincoln	73.5	172
Atlantic City	72.4	173
Galveston - Texas City	70.8	174
Topeka	70.7	175
Killeen - Temple	68.6	176
Wheeling	68.2	177
Salisbury - Concord	67.8	178
Battle Creek	67.5	179
Asheville	67.3	180
Fayetteville - Springdale	66.5	181
Amarillo	66.2	182
Springfield, Ohio	65.8	183
Boise	65.7	184
Biloxi - Gulfport	64.9	185
Terre Haute	64.9	185
Bradenton	63.9	187
Cedar Rapids	62.8	188
Muskegon - Norton Shores - Muskegon Heights	62.8	188
Waco	62.8	188
Anchorage	62.7	191
Yakima	62.7	191
Green Bay	61.4	193
Benton Harbor	61.1	194
Provo - Orem	60.6	195
Brownsville - Harlingen - San Benito	60.5	196
Racine	60.3	197
Tallahassee	60.1	198
Champaign - Urbana - Rantoul	59.4	199
Chico	58.9	200
Total Top 200	**57,566.1**	
Parkersburg - Marietta	58.9	200
Steubenville - Weirton	58.0	202
Lake Charles	57.7	203
Gainesville	56.8	204
Fort Collins	56.4	205
Longview - Marshall	55.3	206
Bremerton	54.3	207
Richland - Kennewick - Pasco	53.2	208
Lynchburg	53.1	209
Pittsfield	52.8	210
Lafayette, La.	52.3	211
Jackson, Mich.	51.7	212
Alexandria, La.	51.6	213
Wilmington, N.C.	51.5	214
St. Cloud	50.8	215
Medford	50.6	216
Anderson, Ind.	50.5	217
Fargo - Moorhead	50.1	218
Abilene	49.9	219
Janesville - Beloit	49.9	219
Altoona	49.5	221
Joplin	49.2	222
Waterloo - Cedar Falls	49.0	223
Decatur	48.9	224
Elkhart	48.9	224
Monroe	48.4	226
Olympia	48.4	226
Clarksville - Hopkinsville	48.3	228
Florence, Ala.	48.3	228
Anderson, S.C.	48.1	230
Tuscaloosa	48.0	231
Ocala	47.5	232
Tyler	47.4	233
Wichita Falls	47.2	234
Mansfield	47.0	235
Hickory	46.9	236
Bangor	46.8	237
Athens	46.7	238
Texarkana	46.4	239
Pueblo	45.8	240
Eau Claire	45.6	241
Sharon	45.2	242
Muncie	45.1	243
Vineland - Millville - Bridgeton	44.8	244
Redding	44.7	245
Greeley	44.1	246
Kenosha	43.7	247
Newark, Ohio	43.0	248
Sioux City	42.9	249
Petersburg - Colonial Heights - Hopewell	42.7	250
Total Top 250	**60,030.0**	
Williamsport	42.7	250
Bloomington - Normal	42.6	252
Bay City	41.9	253
Odessa	41.8	254
Lafayette - West Lafayette	41.4	255
Billings	41.3	256
Charlottesville	41.3	256
Sioux Falls	41.1	258
Bellingham	40.8	259
Hagerstown	40.6	260
Danville, Va.	40.3	261
Anniston	40.2	262
Burlington, Vt.	39.5	263
Cumberland	39.3	264
Fort Walton Beach	38.7	265
Pascagoula - Moss Point	38.7	265
Wausau	38.6	267
St. Joseph	38.2	268
Glens Falls	37.8	269
Albany, Ga.	37.7	270
Kokomo	37.6	271
Gadsden	37.4	272
Yuba City	37.2	273
State College	36.9	274
Columbia, Mo.	36.6	275
Florence, S.C.	36.6	275
Burlington, N.C.	36.4	277
Sheboygan	36.1	278
Lewiston - Auburn	35.8	279
Panama City	35.8	279
Rock Hill	35.8	279
Kankakee	35.6	282
Lawton	35.6	282
Grand Forks	34.9	284
Elmira	34.8	285
Bloomington, Ind.	34.6	286
Sherman - Denison	34.5	287
Bryan - College Station	34.0	288
Rochester, Minn.	33.4	289
La Crosse	32.7	290
Las Cruces	31.5	291
San Angelo	31.1	292
Jacksonville, N.C.	31.0	293
Pine Bluff	31.0	293
Iowa City	30.9	295
Owensboro	30.8	296
Dubuque	30.6	297
Midland	30.6	297
Great Falls	29.7	299
Bismarck	28.9	300
Casper	26.7	301
Laredo	26.6	302
Lawrence, Kans.	24.4	303
Enid	24.3	304
Victoria	23.7	305
Total Above Areas	**61,978.6**	
Percent of U.S.	**75.6743**	
U.S. Total	**81,901.8**	

[illegible] by its [illegible]verage.

The title is, simply, *The Belden Report.* And the subject is, significantly, the Dallas market. With highlights – and insights – on the demographics that make our city unique. This study is an invaluable resource for helping formulate effective advertising plans. And required reading for understanding your best customers – and the newspaper that reaches them. Because The Dallas Morning News has that affluent Dallas market covered.

THE BELDEN REPORT
OVERVIEW

Page 2: How many adults live in the Dallas County area? The Dallas Morning News reaches 418,000 daily – *more* than any other print medium!

Page 4: Why is North Dallas such a vital segment of the market? The Dallas Morning News has 241,000 readers there – 54% *more* than the evening paper!

Page 6: What are the facts about Dallas shoppers? Among those who spent $100+ on designer sportswear, The Morning News has 95,000 readers – 70% *more* than the evening paper!

Page 11: Who are the high income, educated achievers in Dallas? Among Dallas County adults with household in[illegible] 25,000+, for example, The [illegible] News reaches 145,000 – [illegible] evening paper!

[illegible] often do Dallas [illegible] adults who use travel [illegible]. The Dallas Morning [illegible] 123,000 – 64% *more* than the evening paper.

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SMM 781

Represented by: Cresmer, Woodward, O'Mara & Ormsbee, Inc., National; The Leonard Company, Florida, Mexico, Caribbean; Lenha Hawaii.

S&MM METRO MARKET RANKING

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
New York	82,157,498	1
Los Angeles - Long Beach	68,250,824	2
Chicago	67,717,726	3
Philadelphia	40,893,611	4
Detroit	40,854,544	5
San Francisco - Oakland	35,236,361	6
Washington	33,484,286	7
Boston - Lowell - Brockton - Lawrence - Haverhill	32,644,260	8
Houston	28,996,760	9
Dallas - Fort Worth	28,404,977	10
Nassau - Suffolk	25,785,605	11
Anaheim - Santa Ana - Garden Grove	20,095,279	12
St. Louis	19,943,575	13
Newark, N.J.	19,708,651	14
Minneapolis - St. Paul	19,563,065	15
Pittsburgh	18,444,923	16
Atlanta	17,325,552	17
Cleveland	17,107,999	18
Baltimore	16,739,556	19
San Diego	15,625,655	20
Denver - Boulder	15,274,950	21
Seattle - Everett	15,080,513	22
San Jose	14,949,499	23
Miami	13,794,615	24
Kansas City	12,643,763	25
Milwaukee	12,281,295	26
Phoenix	12,235,244	27
Riverside - San Bernardino - Ontario	12,153,370	28
Cincinnati	11,560,857	29
Tampa - St. Petersburg	11,509,300	30
Portland, Ore.	11,058,725	31
New Orleans	9,903,287	32
Indianapolis	9,836,477	33
Buffalo	9,761,253	34
Hartford - New Britain - Bristol	9,760,129	35
Bridgeport - Stamford - Norwalk - Danbury	9,713,996	36
Fort Lauderdale - Hollywood	9,479,620	37
Sacramento	9,404,593	38
Columbus, Ohio	9,169,774	39
Rochester, N.Y.	8,841,176	40
San Antonio	7,879,376	41
Oklahoma City	7,876,687	42
Louisville	7,298,481	43
Dayton	6,939,228	44
Memphis	6,858,247	45
Providence - Warwick - Pawtucket	6,830,449	46
Toledo	6,784,665	47
Nashville-Davidson	6,712,838	48
New Haven - West Haven - Waterbury - Meriden	6,540,946	49
Salt Lake City - Ogden	6,526,614	50
Total Top 50	**947,640,674**	
Albany - Schenectady - Troy	6,509,882	51
Honolulu	6,434,413	52
Greensboro - Winston-Salem - High Point	6,388,512	53
Birmingham	6,304,029	54
Tulsa	6,002,476	55
West Palm Beach - Boca Raton	5,885,776	56
Norfolk - Virginia Beach - Portsmouth	5,699,522	57
New Brunswick - Perth Amboy - Sayreville	5,610,126	58
Allentown - Bethlehem - Easton	5,431,016	59
Richmond	5,392,963	60
Worcester - Fitchburg - Leominster	5,381,589	61
Syracuse	5,355,085	62
Gary - Hammond - East Chicago	5,341,791	63
Orlando	5,320,501	64
Akron	5,222,150	65
Charlotte - Gastonia	5,209,773	66
Jacksonville, Fla.	5,079,427	67
Omaha	4,991,836	68
Long Branch - Asbury Park	4,709,520	69
Austin	4,631,803	70
Flint	4,559,763	71
Grand Rapids	4,486,293	72
Wilmington, Del.	4,480,835	73
Springfield - Chicopee - Holyoke	4,478,093	74
Jersey City	4,448,835	75
Northeast Pennsylvania	4,344,322	76
Youngstown - Warren	4,319,329	77
Raleigh - Durham	4,282,910	78
Tucson	4,148,281	79
Tacoma	4,144,349	80
Oxnard - Simi Valley - Ventura	4,135,231	81
Baton Rouge	4,098,162	82
Wichita	4,080,960	83
Harrisburg	4,040,832	84
Greenville - Spartanburg	4,003,642	85
Lansing - East Lansing	3,989,436	86
Las Vegas	3,963,882	87
Paterson - Clifton - Passaic	3,781,542	88
Fresno	3,774,004	89
Knoxville	3,630,108	90
Albuquerque	3,458,801	91
Davenport - Rock Island - Moline	3,452,415	92
New Bedford - Fall River	3,286,510	93
Peoria	3,232,298	94
Beaumont - Port Arthur - Orange	3,207,772	95
Little Rock - North Little Rock	3,172,518	96
Canton	3,163,166	97
Portsmouth - Dover - Rochester	3,096,395	98
Fort Wayne	3,094,320	99
Des Moines	3,039,759	100
Total Top 100	**1,173,937,627**	
York	3,031,298	101
Columbia, S.C.	3,007,393	102
Bakersfield	2,982,419	103
Madison	2,977,650	104
El Paso	2,975,949	105
Mobile	2,900,411	106
Stockton	2,878,284	107
Lancaster	2,861,279	108
Spokane	2,831,298	109
Trenton	2,830,307	110
Shreveport	2,759,066	111
Chattanooga	2,731,202	112
Charleston - North Charleston, S.C.	2,676,744	113
Santa Barbara - Santa Maria - Lompoc	2,667,543	114
Johnson City - Kingsport - Bristol	2,650,405	115
Vallejo - Fairfield - Napa	2,614,040	116
Reading	2,607,802	117
Ann Arbor	2,594,588	118
Santa Rosa	2,574,188	119
Rockford	2,510,220	120
Lexington-Fayette	2,472,598	121
Newport News - Hampton	2,418,395	122
Salinas - Seaside - Monterey	2,394,491	123
Jackson, Miss.	2,365,043	124
Charleston, W.Va.	2,343,260	125
Modesto	2,335,716	126
Appleton - Oshkosh	2,298,114	127
Colorado Springs	2,259,704	128
Evansville	2,258,386	129
Corpus Christi	2,252,767	130
Huntsville	2,249,416	131
Lakeland - Winter Haven	2,229,714	132
Manchester - Nashua	2,220,467	133
Utica - Rome	2,214,511	134
Augusta	2,213,048	135
South Bend	2,166,716	136
Huntington - Ashland	2,133,253	137
Eugene - Springfield	2,119,329	138
Hamilton - Middletown	2,111,006	139
Lorain - Elyria	2,102,117	140
Kalamazoo - Portage	2,093,579	141
Erie	2,041,268	142
Binghamton	2,001,303	143
Duluth - Superior	2,000,654	144
Montgomery	1,985,682	145
Reno	1,977,478	146
New London - Norwich	1,959,799	147
Melbourne - Titusville - Cocoa	1,959,374	148
Johnstown	1,942,625	149
Saginaw	1,919,171	150
Total Top 150	**1,294,638,697**	
Portland, Me.	1,856,564	151
Anchorage	1,849,807	152
Newburgh - Middletown	1,802,749	153
Pensacola	1,794,120	154
Salem	1,764,838	155
Lubbock	1,755,658	156
Poughkeepsie	1,691,930	157
Daytona Beach	1,685,526	158
Roanoke	1,648,153	159
Visalia - Tulare - Porterville	1,628,199	160
Lima	1,619,140	161
Macon	1,592,865	162
Springfield, Ill.	1,589,248	163
Topeka	1,586,669	164
Lincoln	1,573,904	165
Sarasota	1,572,524	166
Galveston - Texas City	1,557,225	167
Fort Myers - Cape Coral	1,553,554	168
Fayetteville, N.C.	1,545,697	169
Atlantic City	1,540,953	170
Savannah	1,520,576	171
Amarillo	1,499,385	172
Springfield, Mo.	1,480,005	173
Cedar Rapids	1,469,330	174
Santa Cruz	1,457,633	175
Columbus, Ga.	1,456,055	176
Killeen - Temple	1,422,418	177
Champaign - Urbana - Rantoul	1,419,243	178
Battle Creek	1,402,558	179
Bremerton	1,390,037	180
Racine	1,383,217	181
Green Bay	1,352,017	182
Wheeling	1,350,840	183
Steubenville - Weirton	1,344,631	184
Richland - Kennewick - Pasco	1,310,279	185
Boise	1,301,436	186
Springfield, Ohio	1,285,198	187
Fort Smith	1,274,782	188
Lafayette, La.	1,271,076	189
Asheville	1,262,016	190
Fayetteville - Springdale	1,260,223	191
Lake Charles	1,246,405	192
McAllen - Pharr - Edinburg	1,245,183	193
Salisbury - Concord	1,224,291	194
Olympia	1,223,325	195
Parkersburg - Marietta	1,222,883	196
Tallahassee	1,221,396	197
Pittsfield	1,218,499	198
Fort Collins	1,207,129	199
Terre Haute	1,204,610	200
Total Top 200	**1,367,774,696**	
Kenosha	1,202,440	201
Biloxi - Gulfport	1,202,201	202
Provo - Orem	1,201,868	203
Waco	1,189,402	204
Fargo - Moorhead	1,188,798	205
Waterloo - Cedar Falls	1,188,335	206
Yakima	1,167,168	207
Decatur	1,145,356	208
Anderson, Ind.	1,139,365	209
Longview - Marshall	1,137,586	210
Janesville - Beloit	1,120,420	211
Elkhart	1,113,510	212
Muskegon - Norton Shores - Muskegon Heights	1,102,336	213
Chico	1,098,457	214
Bradenton	1,074,598	215
Jackson, Mich.	1,053,654	216
Benton Harbor	1,052,991	217
Bloomington - Normal	1,043,237	218
Gainesville	1,032,769	219
Abilene	1,023,330	220
St. Cloud	1,021,348	221
Tyler	1,008,463	222
Wichita Falls	1,003,216	223
Tuscaloosa	993,956	224
Sioux Falls	978,250	225
Pascagoula - Moss Point	977,215	226
Clarksville - Hopkinsville	976,887	227
Muncie	976,309	228
Odessa	969,842	229
Lynchburg	962,231	230
Mansfield	959,678	231
Monroe	959,314	232
Hickory	959,044	233
Brownsville - Harlingen - San Benito	950,216	234
Wilmington, N.C.	946,557	235
Redding	945,775	236
Alexandria, La.	945,492	237
Kokomo	937,861	238
Vineland - Millville - Bridgeton	931,173	239
Sioux City	929,877	240
Bay City	912,668	241
Medford	907,926	242
Altoona	907,473	243
Pueblo	892,239	244
Lafayette - West Lafayette	888,580	245
Bangor	887,219	246
Burlington, Vt.	873,104	247
Sharon	866,711	248
Anderson, S.C.	866,641	249
Bellingham	862,840	250
Total Top 250	**1,418,450,622**	
Wausau	861,636	251
Greeley	857,840	252
Petersburg - Colonial Heights - Hopewell	854,777	253
Midland	854,027	254
Billings	853,450	255
Rochester, Minn.	852,593	256
Lawton	837,483	257
Eau Claire	833,687	258
Kankakee	823,638	259
Florence, Ala.	803,223	260
Albany, Ga.	799,779	261
Athens	787,987	262
Williamsport	783,692	263
Newark, Ohio	781,365	264
Casper	780,543	265
Sheboygan	779,793	266
Charlottesville	774,746	267
Dubuque	772,428	268
Texarkana	769,102	269
Hagerstown	765,979	270
Ocala	753,664	271
State College	741,776	272
Fort Walton Beach	739,950	273
Sherman - Denison	739,492	274
St. Joseph	731,793	275
Columbia, Mo.	728,730	276
Grand Forks	726,187	277
Danville, Va.	722,302	278
Joplin	720,368	279
Rock Hill	713,162	280
Glens Falls	703,302	281
Yuba City	701,636	282
Florence, S.C.	700,504	283
Bryan - College Station	680,085	284
Burlington, N.C.	676,179	285
Elmira	671,342	286
Bloomington, Ind.	664,475	287
Anniston	661,963	288
Owensboro	661,694	289
Bismarck	653,558	290
Pine Bluff	638,388	291
Iowa City	608,669	292
Cumberland	607,021	293
Lewiston - Auburn	601,770	294
San Angelo	599,756	295
Panama City	597,513	296
La Crosse	592,541	297
Great Falls	591,328	298
Las Cruces	581,719	299
Gadsden	573,780	300
Jacksonville, N.C.	571,301	301
Victoria	525,201	302
Lawrence, Kans.	503,361	303
Enid	481,872	304
Laredo	436,423	305
Total Above Areas	**1,457,281,195**	
Percent of U.S.	**80.3278**	
U.S. Total	**1,814,166,815**	

We put People in hot water.

In fact, they were boiling mad. But what would you expect? After all, it wasn't easy to explain away how an often overlooked market like Boothland could so thoroughly cook one of the true media powers of the 70's in adult readership scores. But that's what happened. Our eight Booth newspapers set a blazing pace with over 1,050,000 adult readers. While the highly celebrated People could hardly hold a candle, with only 257,457 adult readers.

And as some of our advertisers have already discovered, we burn pretty brightly in other markets. Our 44 leading Michigan counties make up America's 7th largest metro market, for example. Also the 12th largest in liquor. 8th in autos. 10th in food and retail sales. And 13th in cosmetics. We'd be glad to fire up sales for your clients too. Just phone Booth today at (313) 569-2474 or contact your local Booth/Newhouse Newspaper representative. He'll show you why a Booth buy is without match.

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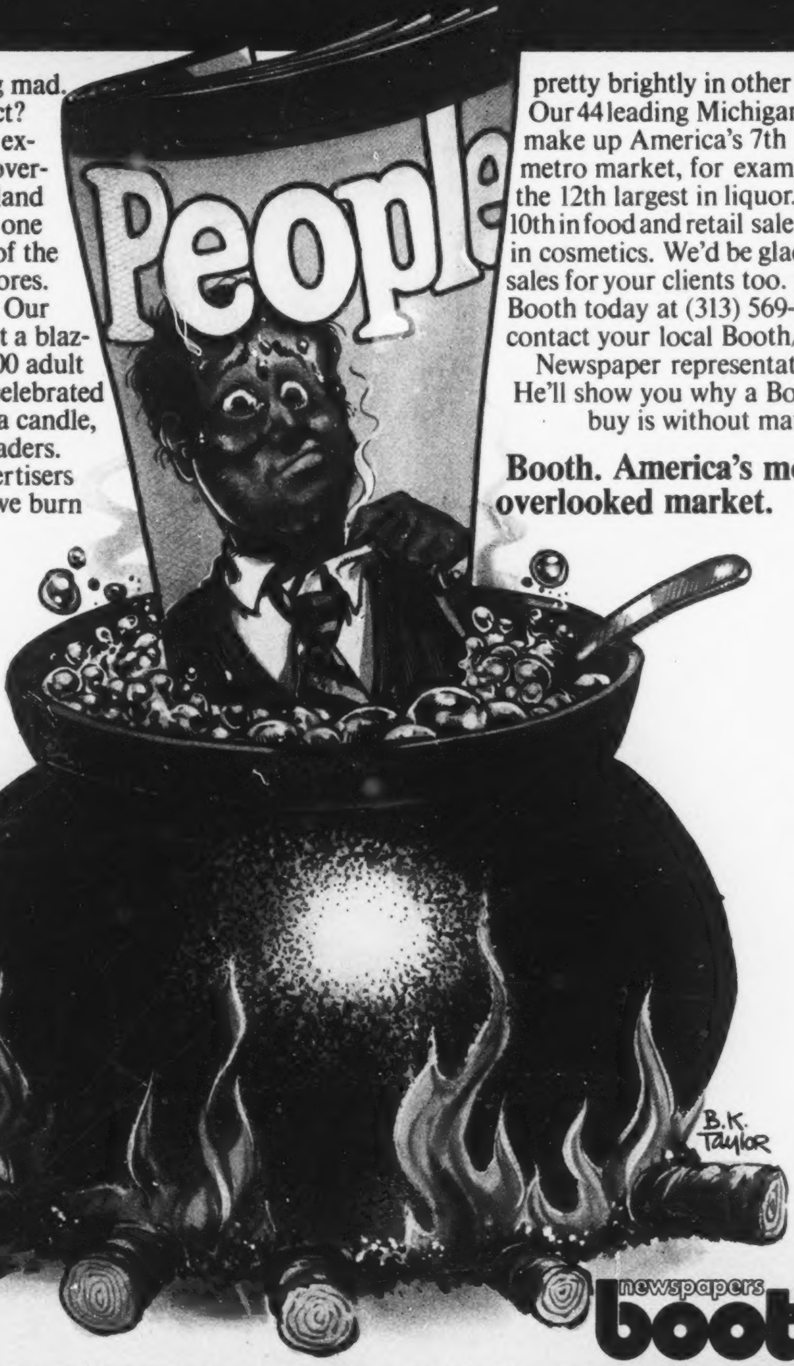

newspapers
booth

ann arbor news • jackson citizen patriot • flint journal • saginaw news • bay city times • muskegon chronicle • grand rapids press • kalamazoo gazette

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
San Jose	29,239	1
Bridgeport - Stamford - Norwalk - Danbury	28,327	2
Nassau - Suffolk	27,693	3
Casper	26,855	4
New Brunswick - Perth Amboy - Sayreville	26,503	5
Washington	26,217	6
Kenosha	26,033	7
Anaheim - Santa Ana - Garden Grove	25,925	8
Anchorage	25,816	9
Newark, N.J.	25,553	10
Detroit	24,464	11
Chicago	24,196	12
San Francisco - Oakland	23,993	13
Houston	23,988	14
Midland	23,979	15
Long Branch - Asbury Park	23,853	16
Bremerton	23,794	17
Hartford - New Britain - Bristol	23,792	18
Honolulu	23,452	19
Flint	23,432	20
Rockford	23,414	21
Ann Arbor	23,409	22
Gary - Hammond - East Chicago	23,389	23
Trenton	23,386	24
Rochester, Minn.	23,371	25
Dubuque	23,364	26
Rochester, N.Y.	23,284	27
Richland - Kennewick - Pasco	23,192	28
Saginaw	23,175	29
Kokomo	23,094	30
Olympia	23,092	31
Wichita	23,043	32
Davenport - Rock Island - Moline	22,878	33
Minneapolis - St. Paul	22,788	34
Pascagoula - Moss Point	22,781	35
Peoria	22,588	36
Kansas City	22,530	37
Dallas - Fort Worth	22,409	38
Cedar Rapids	22,392	39
Cleveland	22,303	40
Waterloo - Cedar Falls	22,264	41
Steubenville - Weirton	22,250	42
Milwaukee	22,204	43
Paterson - Clifton - Passaic	22,185	44
Boston - Lowell - Brockton - Lawrence - Haverhill	22,029	45
Philadelphia	22,007	46
Toledo	21,971	47
Sioux Falls	21,968	48
Lansing - East Lansing	21,953	49
Harrisburg	21,823	50
Seattle - Everett	21,807	51
Denver - Boulder	21,800	52
Beaumont - Port Arthur - Orange	21,793	53
New Haven - West Haven - Waterbury - Meriden	21,793	53
Kankakee	21,774	55
Hamilton - Middletown	21,737	56
Decatur	21,601	57
Des Moines	21,533	58
Reno	21,530	59
Omaha	21,524	60
Madison	21,420	61
Wilmington, Del.	21,385	62
Bloomington - Normal	21,370	63
Youngstown - Warren	21,347	64
Baton Rouge	21,345	65
Janesville - Beloit	21,317	66
Worcester - Fitchburg - Leominster	21,312	67
Oxnard - Simi Valley - Ventura	21,308	68
Sacramento	21,252	69
Los Angeles - Long Beach	21,231	70
St. Louis	21,222	71
Odessa	21,221	72
Oklahoma City	21,195	73
Lorain - Elyria	21,075	74
Fargo - Moorhead	21,063	75
Pittsfield	21,057	76
Racine	21,055	77
Fort Wayne	21,045	78
Dayton	21,015	79
Indianapolis	21,014	80
Charleston, W.Va.	21,010	81
Syracuse	21,008	82
Allentown - Bethlehem - Easton	20,980	83
Reading	20,967	84
Manchester - Nashua	20,858	85
Santa Barbara - Santa Maria - Lompoc	20,730	86
Elkhart	20,690	87
Lancaster	20,657	88
Appleton - Oshkosh	20,656	89
Cincinnati	20,656	89
New London - Norwich	20,624	91
Atlanta	20,617	92
Anderson, Ind.	20,614	93
Wausau	20,574	94
Richmond	20,553	95
Green Bay	20,496	96
Akron	20,461	97
Modesto	20,456	98
Bismarck	20,407	99
Canton	20,407	99
Portland, Ore.	20,391	101
Bay City	20,374	102
York	20,271	103
Sheboygan	20,216	104
Amarillo	20,136	105
Columbus, Ohio	20,087	106
Stockton	19,975	107
Galveston - Texas City	19,973	108
Las Vegas	19,940	109
Tulsa	19,935	110
New Orleans	19,907	111
Topeka	19,896	112
Lafayette, La.	19,861	113
Burlington, Vt.	19,854	114
Pittsburgh	19,805	115
Lima	19,795	116
Charlotte - Gastonia	19,791	117
Albany - Schenectady - Troy	19,773	118
Louisville	19,643	119
Victoria	19,635	120
Salinas - Seaside - Monterey	19,612	121
Tacoma	19,608	122
South Bend	19,566	123
Springfield - Chicopee - Holyoke	19,542	124
Lake Charles	19,524	125
Lubbock	19,445	126
Springfield, Ill.	19,434	127
Grand Rapids	19,426	128
Champaign - Urbana - Rantoul	19,393	129
Baltimore	19,388	130
Muncie	19,360	131
Salt Lake City - Ogden	19,342	132
Redding	19,300	133
Providence - Warwick - Pawtucket	19,228	134
Vallejo - Fairfield - Napa	19,227	135
Jersey City	19,218	136
Battle Creek	19,215	137
Parkersburg - Marietta	19,120	138
Buffalo	19,118	139
New York	19,092	140
Bellingham	19,088	141
Sioux City	19,071	142
Poughkeepsie	19,066	143
Owensboro	19,058	144
Mansfield	19,020	145
Johnstown	19,005	146
Spokane	18,995	147
Erie	18,977	148
Vineland - Millville - Bridgeton	18,964	149
Phoenix	18,890	150
Santa Rosa	18,882	151
San Diego	18,858	152
Little Rock - North Little Rock	18,807	153
Newburgh - Middletown	18,795	154
Nashville-Davidson	18,772	155
Jackson, Mich.	18,742	156
Lincoln	18,715	157
Raleigh - Durham	18,677	158
Portsmouth - Dover - Rochester	18,640	159
Riverside - San Bernardino - Ontario	18,637	160
Sherman - Denison	18,611	161
Greensboro - Winston-Salem - High Point	18,606	162
Kalamazoo - Portage	18,553	163
Lafayette - West Lafayette	18,537	164
Billings	18,517	165
Hickory	18,497	166
Austin	18,476	167
Bakersfield	18,467	168
Duluth - Superior	18,436	169
Memphis	18,430	170
Sharon	18,412	171
Huntsville	18,404	172
Fort Collins	18,395	173
West Palm Beach - Boca Raton	18,384	174
Rock Hill	18,337	175
Portland, Me.	18,290	176
Springfield, Ohio	18,175	177
Lexington-Fayette	18,165	178
Wheeling	18,089	179
Tyler	18,065	180
San Antonio	18,058	181
Columbia, S.C.	18,010	182
Corpus Christi	17,971	183
Evansville	17,867	184
Jackson, Miss.	17,866	185
Eugene - Springfield	17,862	186
Longview - Marshall	17,862	186
Atlantic City	17,841	188
Fort Lauderdale - Hollywood	17,825	189
Utica - Rome	17,797	190
Melbourne - Titusville - Cocoa	17,736	191
Boise	17,735	192
New Bedford - Fall River	17,735	192
St. Cloud	17,718	194
Albuquerque	17,696	195
Birmingham	17,660	196
Knoxville	17,629	197
Montgomery	17,592	198
Miami	17,573	199
Pueblo	17,568	200
Fresno	17,551	201
Greenville - Spartanburg	17,510	202
Great Falls	17,461	203
Grand Forks	17,454	204
Provo - Orem	17,416	205
Wichita Falls	17,378	206
Norfolk - Virginia Beach - Portsmouth	17,368	207
Roanoke	17,363	208
Elmira	17,309	209
Tucson	17,302	210
Shreveport	17,270	211
Albany, Ga.	17,188	212
Burlington, N.C.	17,187	213
Newark, Ohio	17,175	214
El Paso	17,157	215
Enid	17,133	216
Hagerstown	17,124	217
Binghamton	17,093	218
Abilene	17,053	219
Lawrence, Kans.	17,024	220
Lawton	17,001	221
Orlando	16,993	222
Tuscaloosa	16,978	223
Williamsport	16,905	224
Iowa City	16,887	225
St. Joseph	16,886	226
Petersburg - Colonial Heights - Hopewell	16,808	227
Greeley	16,802	228
Bangor	16,768	229
Salem	16,722	230
Pine Bluff	16,700	231
Glens Falls	16,621	232
Eau Claire	16,576	233
Northeast Pennsylvania	16,556	234
Altoona	16,549	235
Huntington - Ashland	16,528	236
Salisbury - Concord	16,514	237
Tallahassee	16,462	238
Augusta	16,454	239
State College	16,445	240
Anderson, S.C.	16,428	241
Newport News - Hampton	16,410	242
Mobile	16,394	243
Colorado Springs	16,384	244
Muskegon - Norton Shores - Muskegon Heights	16,358	245
Columbia, Mo.	16,285	246
La Crosse	16,275	247
Florence, S.C.	16,214	248
Visalia - Tulare - Porterville	16,205	249
Monroe	16,190	250
Santa Cruz	16,190	250
Yakima	16,189	252
Waco	16,168	253
Springfield, Mo.	16,139	254
Benton Harbor	16,107	255
Savannah	15,991	256
Terre Haute	15,982	257
Lynchburg	15,950	258
Medford	15,950	258
Lakeland - Winter Haven	15,903	260
Asheville	15,848	261
Chattanooga	15,839	262
Fayetteville - Springdale	15,768	263
Jacksonville, Fla.	15,744	264
Fort Walton Beach	15,700	265
Yuba City	15,688	266
Macon	15,651	267
Bloomington, Ind.	15,615	268
San Angelo	15,590	269
Wilmington, N.C.	15,537	270
Danville, Va.	15,467	271
Charlottesville	15,440	272
Charleston - North Charleston, S.C.	15,418	273
Chico	15,283	274
Bryan - College Station	15,190	275
Lewiston - Auburn	15,030	276
Las Cruces	15,023	277
Clarksville - Hopkinsville	14,998	278
Alexandria, La.	14,988	279
Killeen - Temple	14,987	280
Pensacola	14,925	281
Biloxi - Gulfport	14,904	282
Florence, Ala.	14,887	283
Fort Myers - Cape Coral	14,729	284
Columbus, Ga.	14,662	285
Gainesville	14,597	286
Johnson City - Kingsport - Bristol	14,583	287
Texarkana	14,534	288
Fayetteville, N.C.	14,460	289
Cumberland	14,336	290
Panama City	14,256	291
Fort Smith	14,037	292
Anniston	13,989	293
Tampa - St. Petersburg	13,923	294
Gadsden	13,898	295
Athens	13,877	296
Bradenton	12,924	297
Sarasota	12,863	298
Ocala	12,442	299
Joplin	12,434	300
Daytona Beach	11,835	301
Jacksonville, N.C.	11,797	302
Laredo	11,706	303
Brownsville - Harlingen - San Benito	11,653	304
McAllen - Pharr - Edinburg	11,275	305
Median Above Areas	**20,523**	
U.S. Median	**19,146**	

UNYT

THE LARGEST
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NEWSPAPER BUY IN THE
8 COUNTY UNYT* MARKET.

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OVER 1.4 MILLION ADULT READERS
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UNYT

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Represented by Newhouse Newspapers

*Richmond, Hudson, Essex, Morris, Somerset,
Middlesex, Monmouth, Union.

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach	33,393,938	1
New York	31,829,889	2
Chicago	30,768,333	3
Detroit	20,786,278	4
Philadelphia	18,567,842	5
Houston	17,080,920	6
Boston - Lowell - Brockton - Lawrence - Haverhill	15,847,767	7
San Francisco - Oakland	15,838,242	8
Dallas - Fort Worth	15,761,395	9
Washington	15,480,683	10
Nassau - Suffolk	12,733,767	11
Minneapolis - St. Paul	10,539,044	12
Anaheim - Santa Ana - Garden Grove	10,408,724	13
St. Louis	10,131,158	14
Atlanta	9,622,552	15
Baltimore	9,438,116	16
Pittsburgh	9,307,129	17
Cleveland	8,744,557	18
Seattle - Everett	8,670,204	19
Miami	8,168,167	20
Newark, N.J.	8,140,097	21
San Diego	8,081,133	22
Denver - Boulder	8,073,046	23
Tampa - St. Petersburg	7,433,400	24
Kansas City	6,728,824	25
San Jose	6,713,674	26
Phoenix	6,517,581	27
Riverside - San Bernardino - Ontario	6,488,906	28
Milwaukee	6,351,839	29
Portland, Ore.	6,292,697	30
Fort Lauderdale - Hollywood	6,137,624	31
Cincinnati	6,081,976	32
Buffalo	5,529,068	33
Indianapolis	5,209,124	34
New Orleans	4,969,126	35
Columbus, Ohio	4,941,214	36
Sacramento	4,887,527	37
San Antonio	4,646,972	38
Oklahoma City	4,463,795	39
Rochester, N.Y.	4,454,078	40
Hartford - New Britain - Bristol	4,281,274	41
Louisville	3,997,347	42
Nashville-Davidson	3,818,282	43
Birmingham	3,791,865	44
Salt Lake City - Ogden	3,754,770	45
Memphis	3,680,872	46
Bridgeport - Stamford - Norwalk - Danbury	3,626,997	47
Honolulu	3,567,464	48
Greensboro - Winston-Salem - High Point	3,532,448	49
Dayton	3,491,867	50
Total Top 50	**472,803,592**	
Albany - Schenectady - Troy	3,489,574	51
Orlando	3,454,147	52
Tulsa	3,433,899	53
Toledo	3,402,507	54
Jacksonville, Fla.	3,348,640	55
Norfolk - Virginia Beach - Portsmouth	3,290,220	56
Richmond	3,206,039	57
West Palm Beach - Boca Raton	3,090,880	58
Providence - Warwick - Pawtucket	3,063,861	59
New Haven - West Haven - Waterbury - Meriden	2,966,659	60
Charlotte - Gastonia	2,864,641	61
Syracuse	2,855,282	62
Akron	2,818,861	63
Worcester - Fitchburg - Leominster	2,810,604	64
Allentown - Bethlehem - Easton	2,710,381	65
Grand Rapids	2,652,297	66
Austin	2,618,500	67
Gary - Hammond - East Chicago	2,603,359	68
New Brunswick - Perth Amboy - Sayreville	2,534,594	69
Springfield - Chicopee - Holyoke	2,527,449	70
Flint	2,506,953	71
Las Vegas	2,498,455	72
Greenville - Spartanburg	2,457,027	73
Omaha	2,431,926	74
Northeast Pennsylvania	2,362,065	75
Fresno	2,313,863	76
Youngstown - Warren	2,259,878	77
Wilmington, Del.	2,257,621	78
Raleigh - Durham	2,216,346	79
Baton Rouge	2,194,750	80
Long Branch - Asbury Park	2,168,913	81
Tucson	2,153,325	82
Albuquerque	2,150,526	83
Harrisburg	2,119,829	84
Wichita	2,089,736	85
Knoxville	2,075,684	86
Oxnard - Simi Valley - Ventura	2,064,167	87
New Bedford - Fall River	1,993,875	88
Beaumont - Port Arthur - Orange	1,960,013	89
El Paso	1,955,563	90
Lansing - East Lansing	1,954,720	91
Paterson - Clifton - Passaic	1,920,831	92
Des Moines	1,916,624	93
Tacoma	1,889,582	94
Portsmouth - Dover - Rochester	1,837,917	95
Davenport - Rock Island - Moline	1,815,434	96
Canton	1,797,890	97
Mobile	1,794,542	98
Little Rock - North Little Rock	1,791,305	99
Bakersfield	1,785,640	100
Total Top 100	**595,200,986**	
Peoria	1,769,882	101
Johnson City - Kingsport - Bristol	1,715,758	102
Chattanooga	1,686,510	103
Columbia, S.C.	1,676,626	104
Lexington-Fayette	1,672,571	105
Jersey City	1,656,291	106
Newport News - Hampton	1,615,517	107
Fort Wayne	1,597,220	108
Shreveport	1,562,664	109
Madison	1,548,043	110
Charleston - North Charleston, S.C.	1,547,855	111
Spokane	1,516,871	112
Lancaster	1,503,424	113
Lakeland - Winter Haven	1,484,436	114
Stockton	1,478,468	115
Eugene - Springfield	1,448,232	116
York	1,448,153	117
Santa Rosa	1,448,060	118
Corpus Christi	1,442,325	119
Charleston, W.Va.	1,405,636	120
Jackson, Miss.	1,405,192	121
Reno	1,391,833	122
Santa Barbara - Santa Maria - Lompoc	1,389,430	123
Trenton	1,367,861	124
Colorado Springs	1,349,232	125
Reading	1,333,379	126
Evansville	1,298,093	127
Augusta	1,285,736	128
Utica - Rome	1,283,296	129
Vallejo - Fairfield - Napa	1,282,709	130
Lubbock	1,279,860	131
Daytona Beach	1,268,986	132
Portland, Me.	1,256,831	133
Huntington - Ashland	1,237,658	134
Salinas - Seaside - Monterey	1,234,626	135
Sarasota	1,223,537	136
Binghamton	1,223,198	137
Manchester - Nashua	1,217,090	138
Huntsville	1,207,001	139
Amarillo	1,200,666	140
Modesto	1,200,324	141
Ann Arbor	1,197,114	142
Roanoke	1,196,862	143
Kalamazoo - Portage	1,195,336	144
Melbourne - Titusville - Cocoa	1,188,339	145
Pensacola	1,170,779	146
Anchorage	1,156,435	147
Fort Myers - Cape Coral	1,154,930	148
Rockford	1,153,074	149
Appleton - Oshkosh	1,147,868	150
Total Top 150	**664,002,803**	
South Bend	1,128,048	151
Newburgh - Middletown	1,110,763	152
Montgomery	1,109,296	153
McAllen - Pharr - Edinburg	1,108,807	154
Salem	1,106,772	155
Duluth - Superior	1,095,627	156
Macon	1,092,221	157
Erie	1,079,626	158
Poughkeepsie	1,067,206	159
Springfield, Mo.	1,048,143	160
Saginaw	1,025,516	161
Johnstown	1,021,832	162
Savannah	1,012,004	163
Lorain - Elyria	1,008,321	164
Atlantic City	998,340	165
Galveston - Texas City	982,267	166
Visalia - Tulare - Porterville	969,270	167
Springfield, Ill.	941,673	168
Boise	940,193	169
Fort Smith	928,018	170
Lincoln	919,399	171
Columbus, Ga.	914,104	172
Hamilton - Middletown	898,027	173
Longview - Marshall	894,247	174
New London - Norwich	888,986	175
Santa Cruz	885,935	176
Lima	882,555	177
Terre Haute	846,783	178
Waco	840,358	179
Richland - Kennewick - Pasco	833,041	180
Cedar Rapids	830,402	181
Topeka	828,846	182
Fayetteville, N.C.	824,500	183
Lafayette, La.	818,855	184
Odessa	806,838	185
Fargo - Moorhead	806,255	186
Brownsville - Harlingen - San Benito	786,274	187
Wheeling	786,252	188
Fayetteville - Springdale	778,869	189
Parkersburg - Marietta	778,304	190
St. Cloud	778,076	191
Green Bay	776,200	192
Champaign - Urbana - Rantoul	756,621	193
Sioux Falls	750,656	194
Lake Charles	742,835	195
Waterloo - Cedar Falls	739,769	196
Asheville	738,191	197
Tyler	731,132	198
Benton Harbor	726,312	199
Billings	725,592	200
Total Top 200	**709,090,960**	
Killeen - Temple	724,204	201
Tallahassee	721,527	202
Yakima	719,343	203
Fort Collins	716,672	204
Medford	715,182	205
Abilene	714,716	206
Bradenton	714,321	207
Wichita Falls	702,357	208
Gainesville	697,990	209
Biloxi - Gulfport	691,603	210
Pittsfield	685,001	211
Lynchburg	674,291	212
Springfield, Ohio	664,932	213
Provo - Orem	664,530	214
Elkhart	643,497	215
Redding	636,944	216
Racine	634,740	217
Muskegon - Norton Shores - Muskegon Heights	630,251	218
Battle Creek	626,549	219
Salisbury - Concord	622,151	220
Janesville - Beloit	617,735	221
Decatur	616,403	222
Monroe	609,855	223
Bangor	606,247	224
Mansfield	604,186	225
Chico	601,706	226
Joplin	600,306	227
Altoona	590,984	228
Steubenville - Weirton	583,595	229
Hagerstown	577,146	230
Wilmington, N.C.	576,403	231
Vineland - Millville - Bridgeton	575,935	232
Anderson, S.C.	572,803	233
Eau Claire	571,697	234
Clarksville - Hopkinsville	569,978	235
Jackson, Mich.	569,953	236
Hickory	565,635	237
Bloomington - Normal	560,099	238
Texarkana	557,047	239
Casper	553,878	240
Bremerton	545,883	241
Anderson, Ind.	542,136	242
Sioux City	541,792	243
Laredo	535,968	244
Alexandria, La.	534,500	245
Rochester, Minn.	532,651	246
Florence, Ala.	531,363	247
Athens	520,271	248
Muncie	519,425	249
Ocala	518,746	250
Total Top 250	**739,696,087**	
Sharon	517,645	251
Midland	516,266	252
Tuscaloosa	514,485	253
Bay City	512,697	254
Pueblo	510,789	255
Bellingham	505,284	256
Charlottesville	503,311	257
Grand Forks	501,054	258
Olympia	500,387	259
Petersburg - Colonial Heights - Hopewell	499,730	260
Burlington, Vt.	490,297	261
Panama City	489,988	262
Lafayette - West Lafayette	488,372	263
San Angelo	485,901	264
Florence, S.C.	475,616	265
Dubuque	471,861	266
Glens Falls	471,794	267
Albany, Ga.	467,181	268
State College	466,273	269
Williamsport	464,284	270
Fort Walton Beach	460,372	271
Bismarck	452,667	272
Kokomo	450,715	273
St. Joseph	448,124	274
Owensboro	446,305	275
Great Falls	444,459	276
Victoria	441,338	277
Columbia, Mo.	440,413	278
Anniston	437,076	279
La Crosse	431,760	280
Kankakee	412,102	281
Newark, Ohio	409,848	282
Lewiston - Auburn	408,300	283
Bryan - College Station	406,874	284
Sherman - Denison	405,753	285
Danville, Va.	405,664	286
Wausau	403,814	287
Burlington, N.C.	400,855	288
Gadsden	399,815	289
Lawton	399,396	290
Iowa City	393,070	291
Cumberland	392,864	292
Greeley	388,538	293
Elmira	384,083	294
Rock Hill	381,223	295
Kenosha	379,686	296
Sheboygan	377,064	297
Yuba City	375,698	298
Pine Bluff	367,268	299
Pascagoula - Moss Point	362,335	300
Bloomington, Ind.	344,259	301
Enid	333,167	302
Las Cruces	331,727	303
Jacksonville, N.C.	291,040	304
Lawrence, Kans.	265,646	305
Total Above Areas	**763,422,620**	
Percent of U.S.	**79.0501**	
U.S. Total	**965,745,665**	

The Branham Brand...

- Every employee an owner
- American Management Association trained Management Team
- Representing diversified newspapers in 40 states
- The only independently owned newspaper sales organization with an inhouse (IBM) System 34 Management Information System
- Complete Marketing / Research / Promotion divisions utilizing 3 off-line media analyses systems plus on-line terminal access
- Retail representation with an unparalleled library of data on chain stores of all kinds

Branham

NEWSPAPER SALES
PROFESSIONALISM AT WORK FOR YOU

S&MM METRO MARKET RANKING

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Casper	20,744	1
Laredo	20,149	2
Odessa	19,302	3
Victoria	18,622	4
Anchorage	18,444	5
Sioux Falls	18,264	6
Amarillo	18,137	7
Billings	17,569	8
Reno	17,355	9
Lubbock	17,179	10
Midland	16,871	11
Longview - Marshall	16,171	12
Fargo - Moorhead	16,093	13
Houston	16,057	14
Rochester, Minn.	15,948	15
Bismarck	15,663	16
Richland - Kennewick - Pasco	15,659	17
Lafayette, La.	15,657	18
San Angelo	15,624	19
Nassau - Suffolk	15,542	20
Tyler	15,425	21
Dubuque	15,420	22
St. Cloud	15,316	23
Honolulu	15,142	24
Waterloo - Cedar Falls	15,097	25
Great Falls	14,965	26
Des Moines	14,904	27
Wichita Falls	14,880	28
Anaheim - Santa Ana - Garden Grove	14,689	29
Beaumont - Port Arthur - Orange	14,605	30
Owensboro	14,490	31
Grand Forks	14,357	32
Abilene	14,323	33
Lexington-Fayette	14,320	34
Boise	14,310	35
Dallas - Fort Worth	14,261	36
Redding	14,249	37
San Jose	14,248	38
Fort Lauderdale - Hollywood	14,217	39
Hagerstown	14,215	40
Medford	14,134	41
Roanoke	14,131	42
McAllen - Pharr - Edinburg	14,071	43
Oklahoma City	14,002	44
Charleston, W.Va.	13,917	45
Portland, Me.	13,888	46
Flint	13,881	47
Galveston - Texas City	13,874	48
Richmond	13,807	49
Las Vegas	13,796	50
Atlantic City	13,751	51
Seattle - Everett	13,745	52
Enid	13,711	53
Washington	13,707	54
Panama City	13,687	55
Detroit	13,646	56
Eugene - Springfield	13,560	57
Minneapolis - St. Paul	13,541	58
Corpus Christi	13,518	59
El Paso	13,505	60
Kansas City	13,439	61
Waco	13,381	62
Fort Myers - Cape Coral	13,367	63
Wichita	13,353	64
Peoria	13,327	65
Sarasota	13,299	66
Springfield, Mo.	13,268	67
Saginaw	13,267	68
Cedar Rapids	13,223	69
Parkersburg - Marietta	13,214	70
La Crosse	13,204	71
Elkhart	13,159	72
Orlando	13,154	73
Bloomington - Normal	13,148	74
Terre Haute	13,048	75
Poughkeepsie	12,999	76
Tulsa	12,997	77
Brownsville - Harlingen - San Benito	12,996	78
Florence, S.C.	12,995	79
Atlanta	12,988	80
San Antonio	12,980	81
Pittsfield	12,974	82
Baton Rouge	12,964	83
Bangor	12,954	84
Newburgh - Middletown	12,946	85
Davenport - Rock Island - Moline	12,930	86
Lake Charles	12,874	87
Rochester, N.Y.	12,873	88
Vineland - Millville - Bridgeton	12,856	89
Mansfield	12,855	90
Denver - Boulder	12,851	91
Austin	12,848	92
Portland, Ore.	12,840	93
Albuquerque	12,839	94
Miami	12,827	95
Trenton	12,820	96
Bridgeport - Stamford - Norwalk - Danbury	12,803	97
Springfield, Ill.	12,794	98
Harrisburg	12,785	99
Newport News - Hampton	12,771	100
West Palm Beach - Boca Raton	12,741	101
Champaign - Urbana - Rantoul	12,738	102
New Brunswick - Perth Amboy - Sayreville	12,737	103
Iowa City	12,721	104
Fort Collins	12,707	105
Jackson, Miss.	12,705	106
Lynchburg	12,699	107
Green Bay	12,642	108
State College	12,636	109
Sioux City	12,629	110
Syracuse	12,628	111
Salinas - Seaside - Monterey	12,611	112
Fresno	12,610	113
Decatur	12,605	114
Grand Rapids	12,600	115
Monroe	12,600	115
Ann Arbor	12,588	117
Lakeland - Winter Haven	12,580	118
Eau Claire	12,537	119
Long Branch - Asbury Park	12,537	119
Madison	12,525	121
Cleveland	12,512	122
Milwaukee	12,511	123
Lincoln	12,509	124
Paterson - Clifton - Passaic	12,489	125
Glens Falls	12,481	126
Bakersfield	12,452	127
Canton	12,451	128
Santa Barbara - Santa Maria - Lompoc	12,450	129
Burlington, Vt.	12,413	130
Fort Smith	12,407	131
Charlotte - Gastonia	12,401	132
Albany, Ga.	12,392	133
Jacksonville, Fla.	12,389	134
Bellingham	12,384	135
Manchester - Nashua	12,381	136
Janesville - Beloit	12,379	137
Macon	12,369	138
Springfield - Chicopee - Holyoke	12,365	139
Buffalo	12,364	140
Savannah	12,357	141
Nashville-Davidson	12,349	142
Little Rock - North Little Rock	12,345	143
Sacramento	12,336	144
Portsmouth - Dover - Rochester	12,318	145
Worcester - Fitchburg - Leominster	12,316	146
Baltimore	12,289	147
Gainesville	12,289	147
Modesto	12,286	149
Birmingham	12,275	150
Wilmington, Del.	12,270	151
Indianapolis	12,265	152
Salt Lake City - Ogden	12,262	153
Chicago	12,239	154
Bay City	12,236	155
Columbia, S.C.	12,229	156
Columbus, Ohio	12,222	157
Joplin	12,201	158
San Francisco - Oakland	12,192	159
Santa Rosa	12,189	160
Charlottesville	12,187	161
Greenville - Spartanburg	12,176	162
Louisville	12,150	163
Norfolk - Virginia Beach - Portsmouth	12,141	164
Los Angeles - Long Beach	12,127	165
Boston - Lowell - Brockton - Lawrence - Haverhill	12,102	166
Toledo	12,083	167
Hickory	12,060	168
Cincinnati	12,046	169
Columbia, Mo.	12,033	170
Lansing - East Lansing	12,029	171
Albany - Schenectady - Troy	12,012	172
Tallahassee	12,005	173
Texarkana	12,005	173
Gary - Hammond - East Chicago	12,003	175
Kokomo	11,987	176
Youngstown - Warren	11,976	177
Newark, N.J.	11,971	178
Bryan - College Station	11,967	179
Santa Cruz	11,956	180
St. Louis	11,949	181
Altoona	11,939	182
Akron	11,929	183
Lancaster	11,913	184
Anderson, S.C.	11,909	185
Fort Walton Beach	11,896	186
Benton Harbor	11,887	187
Kalamazoo - Portage	11,882	188
Pine Bluff	11,847	189
Colorado Springs	11,825	190
Salem	11,824	191
Clarksville - Hopkinsville	11,801	192
Lafayette - West Lafayette	11,796	193
New Bedford - Fall River	11,784	194
Sherman - Denison	11,761	195
Omaha	11,737	196
St. Joseph	11,731	197
Topeka	11,723	198
Fayetteville - Springdale	11,712	199
Visalia - Tulare - Porterville	11,706	200
Petersburg - Colonial Heights - Hopewell	11,703	201
Fort Wayne	11,701	202
Mobile	11,698	203
Montgomery	11,689	204
San Diego	11,670	205
Lima	11,643	206
Knoxville	11,622	207
New Orleans	11,613	208
Daytona Beach	11,600	209
Stockton	11,596	210
Greensboro - Winston-Salem - High Point	11,582	211
Allentown - Bethlehem - Easton	11,578	212
Kankakee	11,576	213
Memphis	11,575	214
Columbus, Ga.	11,542	215
Wheeling	11,529	216
Spokane	11,526	217
Shreveport	11,524	218
Muncie	11,517	219
Dayton	11,513	220
Augusta	11,511	221
Oxnard - Simi Valley - Ventura	11,500	222
Reading	11,495	223
Rockford	11,485	224
Yakima	11,473	225
Pensacola	11,456	226
Sharon	11,452	227
Phoenix	11,440	228
Utica - Rome	11,438	229
Riverside - San Bernardino - Ontario	11,422	230
Lewiston - Auburn	11,405	231
Binghamton	11,389	232
Hartford - New Britain - Bristol	11,383	233
Raleigh - Durham	11,378	234
Appleton - Oshkosh	11,331	235
Melbourne - Titusville - Cocoa	11,328	236
Tampa - St. Petersburg	11,294	237
Philadelphia	11,232	238
Lawton	11,219	239
Evansville	11,210	240
Wilmington, N.C.	11,192	241
Huntsville	11,186	242
Bradenton	11,179	243
South Bend	11,169	244
Pittsburgh	11,157	245
Pueblo	11,153	246
Athens	11,141	247
Elmira	11,037	248
Duluth - Superior	11,034	249
Jackson, Mich.	11,024	250
Burlington, N.C.	11,013	251
Florence, Ala.	11,001	252
Huntington - Ashland	11,001	252
Johnstown	10,999	254
Chattanooga	10,973	255
Erie	10,972	256
Asheville	10,969	257
Provo - Orem	10,966	258
Charleston - North Charleston, S.C.	10,923	259
Ocala	10,921	260
Lorain - Elyria	10,913	261
Johnson City - Kingsport - Bristol	10,908	262
Lawrence, Kans.	10,887	263
Anniston	10,873	264
Williamsport	10,873	264
New Haven - West Haven - Waterbury - Meriden	10,800	266
Anderson, Ind.	10,735	267
New London - Norwich	10,724	268
Fayetteville, N.C.	10,722	269
Tuscaloosa	10,718	270
Gadsden	10,690	271
Biloxi - Gulfport	10,656	272
Rock Hill	10,649	273
Vallejo - Fairfield - Napa	10,618	274
Killeen - Temple	10,557	275
Tacoma	10,550	276
Las Cruces	10,531	277
Racine	10,526	278
Tucson	10,519	279
York	10,517	280
Wausau	10,462	281
Sheboygan	10,445	282
Alexandria, La.	10,359	283
Olympia	10,339	284
Chico	10,216	285
Springfield, Ohio	10,105	286
Yuba City	10,099	287
Danville, Va.	10,066	288
Steubenville - Weirton	10,062	289
Bremerton	10,053	290
Northeast Pennsylvania	10,039	291
Muskegon - Norton Shores - Muskegon Heights	10,036	292
Cumberland	9,997	293
Hamilton - Middletown	9,989	294
Bloomington, Ind.	9,950	295
Providence - Warwick - Pawtucket	9,742	296
Newark, Ohio	9,531	297
Jacksonville, N.C.	9,388	298
Pascagoula - Moss Point	9,363	299
Battle Creek	9,282	300
Salisbury - Concord	9,176	301
New York	9,064	302
Greeley	8,810	303
Kenosha	8,688	304
Jersey City	7,944	305
Average Above Areas	**12,318**	
U.S. Average	**11,792**	

THE GREAT AMERICAN MYTH.

The traditional family—wage-earning dad, stay-at-home mom, two kids. Yesterday, it was your entire audience. Today, that market is a myth. Such families account for only seven percent of all American households.

All across the American scene, living patterns are being rearranged with kaleidoscopic variety and complexity. As a result, the marketer faces a new problem: the target audience for most products and services is an increasingly diverse one.

How to advertise to a myth.

Faced with today's diverse marketplace, the vogue is toward narrow demographic targeting in both print and broadcast. The trouble is, if your media emphasis stops there, potential customers will fall through the media cracks.

By limiting your target, you limit your sales.

The solution is intermarketing: reaching all the various, narrowly-defined demographic groups that make up your total target audience.

TV Guide makes intermarketing work. TV Guide delivers your principal audience by the millions—be it women 18-34, men earning $20,000-plus, young dual audiences, or whatever. And besides this major reinforcement, TV Guide goes on to give you your secondary audience, your tertiary audience, etc. TV Guide gets to the entire spectrum of your prospects, reaches the whole intermarket as no other magazine can.

That's because the people who interest you are interested in television and the way TV Guide writes about it—from concerned mothers responding to our articles on tv violence to affluent young adults checking our reports on the latest home electronic technology to educators utilizing our background pieces concerning major cultural productions. All in all, we deliver over 42 million involved adult readers. With the largest in-home readership of any magazine. And the speed to market you once expected only from broadcast.

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INTERMARKETING

TV GUIDE

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TRIANGLE PUBLICATIONS, INC.

S&MM METRO MARKET RANKING

BUYING POWER INDEX (BPI)

Area	BPI	Rank
New York	4.0476	1
Los Angeles - Long Beach	3.5761	2
Chicago	3.4454	3
Detroit	2.1522	4
Philadelphia	2.1162	5
San Francisco - Oakland	1.7490	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1.7121	7
Washington	1.6725	8
Houston	1.5902	9
Dallas - Fort Worth	1.5371	10
Nassau - Suffolk	1.3348	11
St. Louis	1.0705	12
Minneapolis - St. Paul	1.0529	13
Anaheim - Santa Ana - Garden Grove	1.0498	14
Pittsburgh	.9951	15
Newark, N.J.	.9672	16
Atlanta	.9573	17
Baltimore	.9454	18
Cleveland	.9083	19
San Diego	.8483	20
Seattle - Everett	.8269	21
Denver - Boulder	.8160	22
Miami	.7844	23
San Jose	.7355	24
Tampa - St. Petersburg	.6886	25
Phoenix	.6762	26
Riverside - San Bernardino - Ontario	.6759	27
Kansas City	.6740	28
Milwaukee	.6583	29
Cincinnati	.6303	30
Portland, Ore.	.6107	31
Buffalo	.5489	32
Fort Lauderdale - Hollywood	.5431	33
Indianapolis	.5354	34
New Orleans	.5324	35
Columbus, Ohio	.5026	36
Sacramento	.5012	37
Hartford - New Britain - Bristol	.4939	38
Rochester, N.Y.	.4673	39
San Antonio	.4566	40
Bridgeport - Stamford - Norwalk - Danbury	.4512	41
Oklahoma City	.4298	42
Louisville	.4051	43
Memphis	.3838	44
Salt Lake City - Ogden	.3802	45
Nashville-Davidson	.3792	46
Dayton	.3723	47
Birmingham	.3663	48
Toledo	.3622	49
Providence - Warwick - Pawtucket	.3592	50
Total Top 50	**49.9755**	
Greensboro - Winston-Salem - High Point	.3585	51
Albany - Schenectady - Troy	.3575	52
Honolulu	.3557	53
New Haven - West Haven - Waterbury - Meriden	.3390	54
Tulsa	.3334	55
Norfolk - Virginia Beach - Portsmouth	.3308	56
Orlando	.3170	57
West Palm Beach - Boca Raton	.3098	58
Jacksonville, Fla.	.3095	59
Richmond	.3038	60
Syracuse	.2925	61
Worcester - Fitchburg - Leominster	.2922	62
Allentown - Bethlehem - Easton	.2898	63
Akron	.2890	64
Charlotte - Gastonia	.2888	65
New Brunswick - Perth Amboy - Sayreville	.2856	66
Gary - Hammond - East Chicago	.2847	67
Omaha	.2634	68
Grand Rapids	.2593	69
Austin	.2573	70
Springfield - Chicopee - Holyoke	.2528	71
Northeast Pennsylvania	.2495	72
Flint	.2494	73
Long Branch - Asbury Park	.2414	74
Wilmington, Del.	.2396	75
Greenville - Spartanburg	.2368	76
Youngstown - Warren	.2357	77
Raleigh - Durham	.2337	78
Tucson	.2293	79
Las Vegas	.2285	80
Oxnard - Simi Valley - Ventura	.2257	81
Baton Rouge	.2253	82
Jersey City	.2227	83
Fresno	.2217	84
Harrisburg	.2164	85
Tacoma	.2161	86
Wichita	.2136	87
Lansing - East Lansing	.2118	88
Knoxville	.2069	89
Paterson - Clifton - Passaic	.2030	90
Albuquerque	.2027	91
New Bedford - Fall River	.1943	92
El Paso	.1857	93
Davenport - Rock Island - Moline	.1852	94
Beaumont - Port Arthur - Orange	.1825	95
Portsmouth - Dover - Rochester	.1796	96
Canton	.1784	97
Little Rock - North Little Rock	.1780	98
Peoria	.1763	99
Mobile	.1749	100
Total Top 100	**62.4906**	
Bakersfield	.1736	101
Des Moines	.1731	102
Columbia, S.C.	.1715	103
Fort Wayne	.1686	104
Chattanooga	.1652	105
Johnson City - Kingsport - Bristol	.1647	106
York	.1623	107
Charleston - North Charleston, S.C.	.1602	108
Madison	.1586	109
Shreveport	.1579	110
Lancaster	.1576	111
Stockton	.1560	112
Spokane	.1555	113
Newport News - Hampton	.1491	114
Lexington-Fayette	.1484	115
Trenton	.1474	116
Santa Barbara - Santa Maria - Lompoc	.1432	117
Santa Rosa	.1428	118
Vallejo - Fairfield - Napa	.1419	119
Reading	.1408	120
Jackson, Miss.	.1373	121
Lakeland - Winter Haven	.1363	122
Corpus Christi	.1358	123
Colorado Springs	.1324	124
Ann Arbor	.1321	125
Charleston, W.Va.	.1317	126
Salinas - Seaside - Monterey	.1301	127
Augusta	.1299	128
Evansville	.1299	128
Rockford	.1295	130
Utica - Rome	.1287	131
Eugene - Springfield	.1279	132
Huntsville	.1263	133
Modesto	.1255	134
Huntington - Ashland	.1249	135
Appleton - Oshkosh	.1245	136
Manchester - Nashua	.1235	137
Binghamton	.1195	138
Kalamazoo - Portage	.1195	138
South Bend	.1193	140
Reno	.1151	141
Melbourne - Titusville - Cocoa	.1150	142
Erie	.1144	143
Lorain - Elyria	.1134	144
Montgomery	.1132	145
Duluth - Superior	.1126	146
Portland, Me.	.1119	147
Pensacola	.1114	148
Daytona Beach	.1091	149
Hamilton - Middletown	.1089	150
Total Top 150	**69.3186**	
Johnstown	.1086	151
Newburgh - Middletown	.1072	152
Lubbock	.1069	153
Salem	.1055	154
Saginaw	.1048	155
New London - Norwich	.1026	156
Anchorage	.1024	157
Roanoke	.1021	158
Poughkeepsie	.1014	159
Macon	.1003	160
Sarasota	.0996	161
Fort Myers - Cape Coral	.0973	162
Visalia - Tulare - Porterville	.0970	163
McAllen - Pharr - Edinburg	.0942	164
Amarillo	.0940	165
Savannah	.0937	166
Springfield, Mo.	.0918	167
Lima	.0911	168
Galveston - Texas City	.0907	169
Atlantic City	.0905	170
Fayetteville, N.C.	.0901	171
Springfield, Ill.	.0898	172
Columbus, Ga.	.0894	173
Lincoln	.0890	174
Topeka	.0858	175
Santa Cruz	.0847	176
Fort Smith	.0820	177
Cedar Rapids	.0812	178
Killeen - Temple	.0808	179
Boise	.0806	180
Wheeling	.0779	181
Champaign - Urbana - Rantoul	.0774	182
Green Bay	.0768	183
Richland - Kennewick - Pasco	.0750	184
Fayetteville - Springdale	.0748	185
Terre Haute	.0748	185
Battle Creek	.0745	187
Waco	.0740	188
Lafayette, La.	.0738	189
Provo - Orem	.0736	190
Asheville	.0733	191
Racine	.0731	192
Longview - Marshall	.0728	193
Parkersburg - Marietta	.0723	194
Lake Charles	.0722	195
Springfield, Ohio	.0721	196
Biloxi - Gulfport	.0716	197
Tallahassee	.0704	198
Fargo - Moorhead	.0700	199
Yakima	.0699	200
Total Top 200	**73.6240**	
Brownsville - Harlingen - San Benito	.0695	201
Steubenville - Weirton	.0693	202
Salisbury - Concord	.0692	203
Fort Collins	.0689	204
Bremerton	.0684	205
Waterloo - Cedar Falls	.0679	206
Pittsfield	.0675	207
Benton Harbor	.0667	208
St. Cloud	.0667	208
Muskegon - Norton Shores - Muskegon Heights	.0656	210
Bradenton	.0651	211
Gainesville	.0638	212
Abilene	.0629	213
Elkhart	.0628	214
Decatur	.0623	215
Janesville - Beloit	.0623	215
Odessa	.0621	217
Chico	.0619	218
Tyler	.0619	218
Lynchburg	.0610	220
Wichita Falls	.0608	221
Olympia	.0605	222
Anderson, Ind.	.0604	223
Jackson, Mich.	.0600	224
Sioux Falls	.0600	224
Medford	.0591	226
Clarksville - Hopkinsville	.0581	227
Monroe	.0576	228
Bloomington - Normal	.0567	229
Mansfield	.0567	229
Alexandria, La.	.0563	231
Redding	.0563	231
Wilmington, N.C.	.0563	231
Billings	.0558	234
Kenosha	.0558	234
Tuscaloosa	.0556	236
Altoona	.0554	237
Bangor	.0554	237
Hickory	.0554	237
Vineland - Millville - Bridgeton	.0553	240
Muncie	.0542	241
Anderson, S.C.	.0535	242
Sioux City	.0528	243
Eau Claire	.0524	244
Bay City	.0516	245
Pueblo	.0515	246
Sharon	.0511	247
Florence, Ala.	.0505	248
Lafayette - West Lafayette	.0504	249
Petersburg - Colonial Heights - Hopewell	.0504	249
Total Top 250	**76.5957**	
Joplin	.0497	251
Burlington, Vt.	.0496	252
Texarkana	.0496	252
Athens	.0493	254
Bellingham	.0490	255
Hagerstown	.0490	255
Kokomo	.0488	257
Pascagoula - Moss Point	.0486	258
Rochester, Minn.	.0482	259
Ocala	.0480	260
Charlottesville	.0471	261
Greeley	.0469	262
Midland	.0469	262
Albany, Ga.	.0465	264
Williamsport	.0464	265
Wausau	.0462	266
Lawton	.0454	267
Casper	.0452	268
State College	.0450	269
Newark, Ohio	.0449	270
Kankakee	.0446	271
Grand Forks	.0445	272
Fort Walton Beach	.0444	273
Dubuque	.0441	274
Florence, S.C.	.0439	275
Glens Falls	.0436	276
St. Joseph	.0430	277
Columbia, Mo.	.0428	278
Danville, Va.	.0423	279
Anniston	.0422	280
Sheboygan	.0421	281
Rock Hill	.0411	282
Sherman - Denison	.0409	283
Panama City	.0403	284
Yuba City	.0402	285
Burlington, N.C.	.0398	286
Owensboro	.0398	286
Bryan - College Station	.0397	288
Bismarck	.0391	289
San Angelo	.0391	289
Elmira	.0389	291
Cumberland	.0385	292
Lewiston - Auburn	.0381	293
La Crosse	.0378	294
Bloomington, Ind.	.0377	295
Laredo	.0377	295
Gadsden	.0374	297
Great Falls	.0371	298
Pine Bluff	.0370	299
Iowa City	.0363	300
Jacksonville, N.C.	.0349	301
Las Cruces	.0349	301
Victoria	.0342	303
Enid	.0293	304
Lawrence, Kans.	.0282	305
Total Above Areas	**78.9215**	
Percent of U.S.	**78.9215**	
U.S. Total	**100.0000**	

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FOOD STORE SALES

Area	($000)	Rank
New York	8,138,803	1
Los Angeles - Long Beach	7,848,318	2
Chicago	6,011,122	3
Detroit	4,411,732	4
Philadelphia	4,142,141	5
San Francisco - Oakland	3,666,691	6
Boston - Lowell - Brockton - Lawrence - Haverhill	3,488,885	7
Houston	3,380,000	8
Washington	3,234,515	9
Nassau - Suffolk	2,842,780	10
Dallas - Fort Worth	2,621,757	11
Baltimore	2,362,824	12
St. Louis	2,300,787	13
Anaheim - Santa Ana - Garden Grove	2,184,694	14
Newark, N.J.	2,081,807	15
Pittsburgh	2,045,053	16
Tampa - St. Petersburg	2,024,279	17
Atlanta	2,000,918	18
Cleveland	1,982,141	19
Seattle - Everett	1,797,291	20
Minneapolis - St. Paul	1,793,637	21
Miami	1,777,093	22
Denver - Boulder	1,745,191	23
San Diego	1,711,228	24
Phoenix	1,513,294	25
Buffalo	1,474,447	26
Cincinnati	1,467,600	27
Riverside - San Bernardino - Ontario	1,445,529	28
Milwaukee	1,420,086	29
San Jose	1,386,948	30
Fort Lauderdale - Hollywood	1,307,296	31
New Orleans	1,242,441	32
Kansas City	1,204,134	33
Sacramento	1,167,610	34
Portland, Ore.	1,067,343	35
Rochester, N.Y.	1,043,933	36
Columbus, Ohio	1,031,007	37
Indianapolis	1,004,945	38
San Antonio	996,927	39
Hartford - New Britain - Bristol	986,034	40
Louisville	975,862	41
Memphis	936,298	42
Oklahoma City	894,636	43
Nashville-Davidson	867,467	44
Orlando	863,501	45
Birmingham	861,430	46
Albany - Schenectady - Troy	852,771	47
Syracuse	785,645	48
Toledo	771,956	49
Bridgeport - Stamford - Norwalk - Danbury	762,991	50
Total Top 50	**103,925,818**	
Jacksonville, Fla.	759,717	51
Dayton	757,991	52
West Palm Beach - Boca Raton	750,831	53
Greensboro - Winston-Salem - High Point	737,858	54
Norfolk - Virginia Beach - Portsmouth	735,811	55
Akron	729,188	56
Salt Lake City - Ogden	727,017	57
Providence - Warwick - Pawtucket	725,265	58
Tulsa	725,171	59
Springfield - Chicopee - Holyoke	714,481	60
New Haven - West Haven - Waterbury - Meriden	701,003	61
Richmond	691,291	62
Allentown - Bethlehem - Easton	673,618	63
Charlotte - Gastonia	661,784	64
Worcester - Fitchburg - Leominster	648,500	65
Honolulu	642,071	66
Gary - Hammond - East Chicago	607,574	67
New Brunswick - Perth Amboy - Sayreville	601,278	68
Northeast Pennsylvania	589,929	69
Greenville - Spartanburg	583,951	70
Fresno	579,241	71
Oxnard - Simi Valley - Ventura	570,878	72
Long Branch - Asbury Park	542,003	73
Austin	539,120	74
Youngstown - Warren	527,643	75
Tucson	518,757	76
Raleigh - Durham	507,573	77
Las Vegas	503,121	78
Harrisburg	500,815	79
Wilmington, Del.	492,914	80
Omaha	490,367	81
Baton Rouge	488,302	82
Jersey City	481,717	83
Bakersfield	476,461	84
Flint	469,726	85
New Bedford - Fall River	459,256	86
Portsmouth - Dover - Rochester	455,761	87
Canton	454,341	88
Knoxville	453,045	89
Johnson City - Kingsport - Bristol	413,715	90
Beaumont - Port Arthur - Orange	412,458	91
Chattanooga	402,028	92
Mobile	398,228	93
El Paso	396,548	94
Albuquerque	390,962	95
Tacoma	390,429	96
Des Moines	388,176	97
Columbia, S.C.	382,097	98
Lexington-Fayette	380,089	99
Charleston - North Charleston, S.C.	374,727	100
Total Top 100	**131,530,645**	
Santa Rosa	371,532	101
York	367,142	102
Lakeland - Winter Haven	367,136	103
Stockton	366,448	104
Wichita	362,621	105
Corpus Christi	358,643	106
Paterson - Clifton - Passaic	356,428	107
Lansing - East Lansing	354,617	108
Peoria	350,825	109
Grand Rapids	349,649	110
Newburgh - Middletown	349,168	111
Newport News - Hampton	345,782	112
Davenport - Rock Island - Moline	345,503	113
Utica - Rome	342,460	114
Trenton	333,973	115
Little Rock - North Little Rock	331,934	116
Lancaster	327,294	117
Vallejo - Fairfield - Napa	326,201	118
Jackson, Miss.	322,883	119
Spokane	321,431	120
Huntington - Ashland	309,549	121
Poughkeepsie	307,253	122
Shreveport	306,368	123
Fort Wayne	304,915	124
Santa Barbara - Santa Maria - Lompoc	300,252	125
Augusta	293,735	126
Binghamton	292,820	127
Fort Myers - Cape Coral	292,750	128
Charleston, W.Va.	292,265	129
Modesto	288,856	130
Eugene - Springfield	283,892	131
Anchorage	283,733	132
Pensacola	281,330	133
McAllen - Pharr - Edinburg	280,219	134
Huntsville	280,104	135
Melbourne - Titusville - Cocoa	278,033	136
Daytona Beach	277,591	137
Portland, Me.	277,352	138
Reading	274,993	139
Manchester - Nashua	272,708	140
Sarasota	270,610	141
Galveston - Texas City	268,547	142
Salinas - Seaside - Monterey	267,362	143
Colorado Springs	266,568	144
Hamilton - Middletown	266,490	145
Roanoke	262,557	146
Madison	258,523	147
Visalia - Tulare - Porterville	256,163	148
Lorain - Elyria	249,599	149
Evansville	248,958	150
Total Top 150	**146,876,410**	
Macon	246,116	151
Appleton - Oshkosh	245,324	152
Rockford	245,050	153
Lubbock	232,803	154
Duluth - Superior	231,589	155
Johnstown	229,560	156
Amarillo	226,524	157
Atlantic City	225,698	158
Santa Cruz	225,020	159
South Bend	223,553	160
Montgomery	222,708	161
Saginaw	215,614	162
Savannah	212,564	163
Reno	202,889	164
Brownsville - Harlingen - San Benito	202,688	165
Fort Smith	202,449	166
Lake Charles	200,748	167
Kalamazoo - Portage	199,942	168
Longview - Marshall	198,355	169
Springfield, Ill.	197,816	170
Boise	196,762	171
New London - Norwich	195,741	172
Richland - Kennewick - Pasco	194,984	173
Bradenton	192,370	174
Erie	189,609	175
Wheeling	188,650	176
Salem	188,256	177
Columbus, Ga.	186,679	178
Lima	186,480	179
Biloxi - Gulfport	185,386	180
Springfield, Mo.	183,641	181
Vineland - Millville - Bridgeton	183,028	182
Parkersburg - Marietta	182,717	183
Pittsfield	181,001	184
Lincoln	176,425	185
Tallahassee	175,835	186
Springfield, Ohio	175,151	187
Benton Harbor	173,921	188
Topeka	173,083	189
Lynchburg	171,222	190
Waco	170,080	191
Chico	169,923	192
Fayetteville, N.C.	169,785	193
Odessa	168,545	194
Asheville	166,099	195
Cedar Rapids	163,319	196
Gainesville	163,044	197
Racine	160,712	198
Yakima	160,573	199
Fayetteville - Springdale	159,121	200
Total Top 200	**156,595,562**	
Steubenville - Weirton	156,947	201
Redding	154,936	202
Lafayette, La.	154,595	203
Green Bay	153,231	204
Ann Arbor	153,186	205
Salisbury - Concord	152,632	206
Tyler	150,905	207
Wilmington, N.C.	150,114	208
Ocala	148,670	209
Bremerton	148,537	210
Champaign - Urbana - Rantoul	147,657	211
Anderson, S.C.	147,382	212
Killeen - Temple	147,277	213
Medford	144,809	214
Texarkana	144,534	215
Fort Collins	143,861	216
Altoona	141,829	217
Bangor	141,367	218
Glens Falls	141,341	219
Florence, Ala.	141,069	220
Janesville - Beloit	138,179	221
Wichita Falls	137,145	222
Decatur	134,909	223
Provo - Orem	134,634	224
Abilene	134,368	225
Elkhart	133,117	226
Olympia	132,045	227
Waterloo - Cedar Falls	132,010	228
Billings	131,904	229
Terre Haute	128,672	230
State College	128,258	231
Pueblo	124,039	232
Sioux City	123,911	233
Anniston	123,730	234
Monroe	123,283	235
Fargo - Moorhead	123,201	236
Charlottesville	123,127	237
Mansfield	121,824	238
Muskegon - Norton Shores - Muskegon Heights	121,155	239
Battle Creek	121,058	240
Danville, Va.	120,804	241
Hickory	119,708	242
Williamsport	119,609	243
Petersburg - Colonial Heights - Hopewell	119,204	244
Pascagoula - Moss Point	118,009	245
Anderson, Ind.	117,473	246
Alexandria, La.	116,728	247
Sharon	116,115	248
Clarksville - Hopkinsville	115,403	249
Laredo	115,196	250
Total Top 250	**163,309,259**	
Hagerstown	115,145	251
Tuscaloosa	111,643	252
Athens	110,601	253
Joplin	109,760	254
Bay City	108,604	255
Midland	107,625	256
Yuba City	107,323	257
Bloomington - Normal	107,131	258
Muncie	103,860	259
Elmira	102,877	260
Rock Hill	102,843	261
Florence, S.C.	102,759	262
Casper	102,494	263
Fort Walton Beach	100,111	264
Sioux Falls	99,729	265
Newark, Ohio	99,464	266
San Angelo	99,107	267
Burlington, Vt.	97,974	268
Cumberland	97,973	269
Sheboygan	96,694	270
Burlington, N.C.	95,497	271
Owensboro	95,494	272
Wausau	94,843	273
Kenosha	93,747	274
Lafayette - West Lafayette	92,423	275
Lewiston - Auburn	91,912	276
Sherman - Denison	90,797	277
Bellingham	90,760	278
Eau Claire	90,280	279
Kokomo	90,235	280
St. Joseph	89,664	281
Panama City	89,032	282
Albany, Ga.	88,665	283
Greeley	88,067	284
Gadsden	87,905	285
Lawton	86,689	286
St. Cloud	86,212	287
Rochester, Minn.	85,689	288
Dubuque	85,445	289
Columbia, Mo.	83,852	290
Jackson, Mich.	82,357	291
Kankakee	82,240	292
Bismarck	79,031	293
Victoria	78,386	294
Great Falls	76,558	295
La Crosse	75,652	296
Iowa City	75,518	297
Grand Forks	74,301	298
Bloomington, Ind.	74,130	299
Pine Bluff	73,581	300
Las Cruces	71,695	301
Enid	65,496	302
Bryan - College Station	56,047	303
Jacksonville, N.C.	49,975	304
Lawrence, Kans.	49,709	305
Total Above Areas	**168,254,860**	
Percent of U.S.	**76.6890**	
U.S. Total	**219,399,025**	

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EATING AND DRINKING PLACE SALES

Area	($000)	Rank
New York	3,625,117	1
Los Angeles - Long Beach	3,510,253	2
Chicago	3,238,332	3
Detroit	1,969,436	4
San Francisco - Oakland	1,837,494	5
Philadelphia	1,767,731	6
Boston - Lowell - Brockton - Lawrence - Haverhill	1,657,696	7
Dallas - Fort Worth	1,444,918	8
Washington	1,440,704	9
Houston	1,408,738	10
Seattle - Everett	1,066,845	11
Anaheim - Santa Ana - Garden Grove	1,057,155	12
St. Louis	1,012,043	13
Minneapolis - St. Paul	1,010,199	14
Nassau - Suffolk	1,009,609	15
Atlanta	911,301	16
Baltimore	847,013	17
Pittsburgh	835,387	18
Cleveland	832,389	19
San Diego	824,693	20
Newark, N.J.	749,873	21
Miami	745,573	22
Portland, Ore.	714,042	23
Milwaukee	692,562	24
Denver - Boulder	689,374	25
Tampa - St. Petersburg	687,245	26
Kansas City	664,756	27
Cincinnati	654,237	28
Fort Lauderdale - Hollywood	626,443	29
San Jose	624,713	30
Riverside - San Bernardino - Ontario	601,245	31
Buffalo	573,278	32
Phoenix	547,952	33
Honolulu	535,818	34
Columbus, Ohio	530,454	35
Sacramento	496,098	36
New Orleans	473,103	37
Indianapolis	457,219	38
Hartford - New Britain - Bristol	426,283	39
San Antonio	407,301	40
Louisville	396,130	41
Oklahoma City	392,480	42
Rochester, N.Y.	381,479	43
Albany - Schenectady - Troy	347,488	44
Toledo	343,855	45
Dayton	343,394	46
Orlando	339,097	47
Nashville-Davidson	326,423	48
Akron	292,934	49
Omaha	290,689	50
Total Top 50	**46,658,591**	
Bridgeport - Stamford - Norwalk - Danbury	287,914	51
Norfolk - Virginia Beach - Portsmouth	287,791	52
New Haven - West Haven - Waterbury - Meriden	284,624	53
Greensboro - Winston-Salem - High Point	282,720	54
West Palm Beach - Boca Raton	282,519	55
Birmingham	278,362	56
Syracuse	277,131	57
Austin	275,681	58
Memphis	269,691	59
Grand Rapids	266,098	60
Providence - Warwick - Pawtucket	265,773	61
Jacksonville, Fla.	263,183	62
Gary - Hammond - East Chicago	263,075	63
Richmond	262,806	64
Tulsa	238,832	65
Wichita	233,211	66
New Brunswick - Perth Amboy - Sayreville	225,927	67
Allentown - Bethlehem - Easton	225,911	68
Long Branch - Asbury Park	223,375	69
Charlotte - Gastonia	221,856	70
Salt Lake City - Ogden	211,070	71
Springfield - Chicopee - Holyoke	207,752	72
Northeast Pennsylvania	207,703	73
Worcester - Fitchburg - Leominster	206,537	74
Flint	206,496	75
Raleigh - Durham	202,599	76
Las Vegas	200,842	77
Madison	197,917	78
Greenville - Spartanburg	196,519	79
Davenport - Rock Island - Moline	193,085	80
Fresno	192,563	81
Lansing - East Lansing	192,034	82
Youngstown - Warren	191,761	83
Harrisburg	191,634	84
Oxnard - Simi Valley - Ventura	186,782	85
Santa Barbara - Santa Maria - Lompoc	183,182	86
Fort Wayne	179,999	87
Tacoma	178,876	88
Des Moines	177,586	89
Portsmouth - Dover - Rochester	174,345	90
New Bedford - Fall River	173,717	91
Albuquerque	170,465	92
Wilmington, Del.	170,420	93
Anchorage	169,240	94
Canton	168,959	95
Paterson - Clifton - Passaic	168,709	96
El Paso	168,024	97
Peoria	164,093	98
Bakersfield	158,448	99
Newport News - Hampton	155,510	100
Total Top 100	**57,421,938**	
Jersey City	151,609	101
Beaumont - Port Arthur - Orange	150,684	102
Tucson	150,397	103
Spokane	149,808	104
Daytona Beach	144,495	105
Knoxville	142,979	106
Baton Rouge	140,970	107
Salinas - Seaside - Monterey	137,947	108
Columbia, S.C.	135,654	109
Lexington-Fayette	134,066	110
Stockton	134,010	111
Santa Rosa	133,985	112
Ann Arbor	133,940	113
Sarasota	133,771	114
Vallejo - Fairfield - Napa	130,840	115
Charleston - North Charleston, S.C.	130,248	116
Eugene - Springfield	128,679	117
Evansville	128,671	118
Utica - Rome	127,122	119
Little Rock - North Little Rock	126,480	120
Mobile	126,334	121
Saginaw	122,001	122
South Bend	121,116	123
Chattanooga	120,820	124
Appleton - Oshkosh	120,192	125
Trenton	120,133	126
Jackson, Miss.	120,072	127
Melbourne - Titusville - Cocoa	119,964	128
York	119,535	129
Lancaster	118,600	130
Reading	117,110	131
Atlantic City	116,924	132
Rockford	115,969	133
Lakeland - Winter Haven	115,473	134
Salem	114,435	135
Kalamazoo - Portage	113,919	136
Shreveport	112,978	137
Amarillo	111,580	138
Lincoln	110,463	139
Johnson City - Kingsport - Bristol	108,816	140
Corpus Christi	106,933	141
Binghamton	106,536	142
Duluth - Superior	106,183	143
Lubbock	105,147	144
Augusta	100,844	145
Manchester - Nashua	100,447	146
Modesto	98,668	147
Springfield, Mo.	96,575	148
Pensacola	96,512	149
Champaign - Urbana - Rantoul	95,958	150
Total Top 150	**63,528,530**	
Charleston, W.Va.	94,822	151
Colorado Springs	93,682	152
Montgomery	93,635	153
Huntsville	93,575	154
Reno	92,562	155
Santa Cruz	92,239	156
Fort Myers - Cape Coral	91,359	157
Fargo - Moorhead	91,262	158
Erie	88,973	159
Portland, Me.	88,635	160
Savannah	87,970	161
Hamilton - Middletown	87,340	162
Boise	86,837	163
Springfield, Ill.	86,114	164
Newburgh - Middletown	86,052	165
Cedar Rapids	85,815	166
Roanoke	85,568	167
Macon	83,335	168
Green Bay	81,567	169
Galveston - Texas City	79,525	170
Lima	79,163	171
Poughkeepsie	78,584	172
Huntington - Ashland	78,182	173
Lorain - Elyria	77,712	174
Topeka	77,000	175
New London - Norwich	76,189	176
Odessa	74,594	177
Gainesville	74,561	178
Richland - Kennewick - Pasco	74,204	179
Wheeling	74,095	180
Columbus, Ga.	73,648	181
Bradenton	72,896	182
Battle Creek	70,444	183
Waco	69,471	184
Tallahassee	69,468	185
Johnstown	68,391	186
Sioux Falls	68,129	187
Benton Harbor	67,728	188
Eau Claire	67,571	189
Yakima	67,409	190
Racine	65,504	191
Fayetteville, N.C.	64,918	192
McAllen - Pharr - Edinburg	64,736	193
Waterloo - Cedar Falls	64,318	194
Bellingham	63,184	195
Fort Smith	63,112	196
Elkhart	62,766	197
Biloxi - Gulfport	62,434	198
Brownsville - Harlingen - San Benito	62,313	199
Terre Haute	62,205	200
Total Top 200	**67,394,326**	
Longview - Marshall	61,109	201
Muskegon - Norton Shores - Muskegon Heights	60,466	202
La Crosse	59,235	203
Medford	59,117	204
Visalia - Tulare - Porterville	58,877	205
Fayetteville - Springdale	58,357	206
Lafayette, La.	58,091	207
Asheville	57,938	208
Killeen - Temple	57,879	209
Janesville - Beloit	57,789	210
Bloomington - Normal	57,477	211
Chico	56,382	212
Fort Collins	55,963	213
St. Cloud	55,484	214
Decatur	54,867	215
Panama City	54,522	216
Sioux City	53,913	217
Columbia, Mo.	53,841	218
Lafayette - West Lafayette	53,672	219
Anderson, Ind.	53,239	220
Lake Charles	53,011	221
Olympia	52,620	222
Springfield, Ohio	52,116	223
Parkersburg - Marietta	52,068	224
Glens Falls	51,848	225
Pittsfield	51,829	226
Wichita Falls	50,748	227
Grand Forks	50,370	228
Wilmington, N.C	50,187	229
Muncie	49,423	230
Bremerton	49,295	231
Tyler	49,160	232
Burlington, Vt.	48,225	233
Mansfield	48,064	234
Joplin	48,022	235
Kenosha	47,952	236
Billings	47,488	237
Bay City	46,968	238
Abilene	46,840	239
Jackson, Mich.	46,800	240
Altoona	46,059	241
Dubuque	45,875	242
Fort Walton Beach	45,875	242
Rochester, Minn.	45,784	244
Athens	45,774	245
Kankakee	45,179	246
Iowa City	44,842	247
Vineland - Millville - Bridgeton	44,625	248
Ocala	44,399	249
Steubenville - Weirton	44,345	250
Total Top 250	**69,978,335**	
Hickory	43,271	251
Kokomo	43,231	252
Salisbury - Concord	42,294	253
Bismarck	41,575	254
Redding	41,333	255
Tuscaloosa	40,722	256
State College	40,697	257
Sharon	40,353	258
Clarksville - Hopkinsville	39,867	259
St. Joseph	39,706	260
Lynchburg	39,466	261
Bangor	39,436	262
Bryan - College Station	38,988	263
Monroe	38,033	264
Texarkana	37,774	265
Pueblo	37,516	266
Wausau	37,363	267
Bloomington, Ind.	37,337	268
San Angelo	37,330	269
Newark, Ohio	37,236	270
Rock Hill	36,848	271
Charlottesville	36,547	272
Anniston	36,544	273
Sheboygan	34,915	274
Hagerstown	33,800	275
Lewiston - Auburn	32,817	276
Provo - Orem	32,381	277
Yuba City	32,370	278
Great Falls	32,141	279
Victoria	32,080	280
Midland	32,057	281
Casper	31,959	282
Anderson, S.C.	31,598	283
Owensboro	31,464	284
Elmira	31,183	285
Cumberland	31,059	286
Florence, Ala.	30,845	287
Albany, Ga.	30,403	288
Laredo	30,337	289
Petersburg - Colonial Heights - Hopewell	30,074	290
Lawton	29,876	291
Williamsport	29,829	292
Greeley	29,706	293
Gadsden	28,574	294
Alexandria, La.	28,523	295
Burlington, N.C.	28,094	296
Enid	27,743	297
Jacksonville, N.C.	27,432	298
Lawrence, Kans.	26,341	299
Las Cruces	26,275	300
Sherman - Denison	25,927	301
Pascagoula - Moss Point	25,660	302
Florence, S.C.	25,643	303
Danville, Va.	24,966	304
Pine Bluff	21,460	305
Total Above Areas	**71,829,334**	
Percent of U.S.	**82.2698**	
U.S. Total	**87,309,502**	

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	Daily	Sunday
September, 1980	124,468	150,092
March, 1981*	128,740	154,875
	UP 4,272	**UP 4,783**

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*As filed with the Audit Bureau of Circulation, subject to audit.

S&MM METRO MARKET RANKING

GENERAL MERCHANDISE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	4,270,646	1
New York	4,167,084	2
Chicago	4,050,998	3
Detroit	2,760,804	4
Houston	2,495,295	5
Philadelphia	2,231,195	6
Boston - Lowell - Brockton - Lawrence - Haverhill	2,138,988	7
Washington	2,112,462	8
San Francisco - Oakland	2,104,553	9
Dallas - Fort Worth	2,081,139	10
Minneapolis - St. Paul	1,859,510	11
Atlanta	1,631,302	12
St. Louis	1,576,204	13
Nassau - Suffolk	1,567,484	14
Anaheim - Santa Ana - Garden Grove	1,474,368	15
Pittsburgh	1,441,703	16
San Diego	1,348,279	17
Cleveland	1,334,610	18
Portland, Ore.	1,333,565	19
Baltimore	1,164,237	20
Kansas City	1,137,583	21
Miami	1,119,095	22
Seattle - Everett	1,107,302	23
Tampa - St. Petersburg	1,050,684	24
Denver - Boulder	1,045,150	25
Riverside - San Bernardino - Ontario	1,003,707	26
Cincinnati	972,821	27
San Jose	963,010	28
Milwaukee	898,997	29
Honolulu	845,681	30
Buffalo	818,349	31
Phoenix	790,555	32
Columbus, Ohio	756,646	33
San Antonio	753,163	34
Fort Lauderdale - Hollywood	735,877	35
Indianapolis	723,079	36
New Orleans	687,589	37
Sacramento	676,978	38
Salt Lake City - Ogden	649,509	39
Newark, N.J.	610,119	40
Grand Rapids	586,797	41
Oklahoma City	578,298	42
Dayton	564,662	43
Louisville	560,212	44
Nashville-Davidson	548,967	45
Hartford - New Britain - Bristol	521,936	46
Memphis	517,064	47
Birmingham	509,848	48
Rochester, N.Y.	499,015	49
Richmond	475,808	50
Total Top 50	**65,852,927**	
Flint	475,257	51
Baton Rouge	469,707	52
Tulsa	468,203	53
Toledo	461,369	54
Orlando	448,001	55
Greensboro - Winston-Salem - High Point	437,232	56
Norfolk - Virginia Beach - Portsmouth	423,191	57
West Palm Beach - Boca Raton	398,416	58
New Haven - West Haven - Waterbury - Meriden	398,104	59
Charlotte - Gastonia	392,351	60
Lansing - East Lansing	385,061	61
Youngstown - Warren	384,833	62
Omaha	382,352	63
Jacksonville, Fla.	378,525	64
Knoxville	375,437	65
Bridgeport - Stamford - Norwalk - Danbury	374,728	66
Worcester - Fitchburg - Leominster	373,649	67
Albany - Schenectady - Troy	370,839	68
Austin	359,610	69
Providence - Warwick - Pawtucket	359,255	70
Las Vegas	357,518	71
Akron	352,660	72
Paterson - Clifton - Passaic	349,176	73
New Brunswick - Perth Amboy - Sayreville	335,480	74
Allentown - Bethlehem - Easton	334,218	75
Raleigh - Durham	322,647	76
Northeast Pennsylvania	317,429	77
Little Rock - North Little Rock	316,115	78
Gary - Hammond - East Chicago	315,963	79
El Paso	312,681	80
Wilmington, Del.	312,459	81
New Bedford - Fall River	310,607	82
Greenville - Spartanburg	304,341	83
Mobile	302,428	84
Wichita	300,489	85
Davenport - Rock Island - Moline	297,974	86
Fresno	296,806	87
Des Moines	285,562	88
Albuquerque	285,303	89
Lexington-Fayette	283,519	90
Tucson	280,620	91
Tacoma	276,542	92
Peoria	272,853	93
Kalamazoo - Portage	271,769	94
Syracuse	262,144	95
Oxnard - Simi Valley - Ventura	261,289	96
Shreveport	256,130	97
Chattanooga	252,802	98
Johnson City - Kingsport - Bristol	252,272	99
Canton	252,257	100
Total Top 100	**82,901,100**	
Fort Wayne	251,951	101
Springfield - Chicopee - Holyoke	251,904	102

Area	($000)	Rank
Beaumont - Port Arthur - Orange	248,008	103
Ann Arbor	246,310	104
Salem	238,554	105
Columbia, S.C.	237,503	106
Harrisburg	235,534	107
Jackson, Miss.	233,266	108
Newport News - Hampton	230,388	109
Charleston, W.Va.	222,171	110
Eugene - Springfield	219,200	111
Spokane	217,629	112
Charleston - North Charleston, S.C.	205,660	113
Rockford	204,575	114
Madison	193,883	115
Saginaw	192,007	116
Long Branch - Asbury Park	191,341	117
Corpus Christi	191,075	118
Reading	190,518	119
Montgomery	187,397	120
Augusta	183,439	121
McAllen - Pharr - Edinburg	183,387	122
Pensacola	182,341	123
Melbourne - Titusville - Cocoa	180,657	124
Lakeland - Winter Haven	179,923	125
Roanoke	179,724	126
Modesto	179,714	127
Trenton	179,523	128
Stockton	177,125	129
Anchorage	176,516	130
Huntington - Ashland	176,336	131
Bakersfield	173,740	132
York	173,282	133
Lorain - Elyria	166,069	134
Evansville	164,705	135
Springfield, Ill.	163,305	136
Huntsville	162,717	137
Colorado Springs	162,315	138
Duluth - Superior	162,119	139
Reno	160,299	140
Daytona Beach	159,936	141
Macon	158,789	142
Santa Rosa	158,721	143
Jackson, Mich.	158,565	144
Portland, Me.	156,635	145
Johnstown	155,775	146
Portsmouth - Dover - Rochester	155,308	147
Erie	155,191	148
Muskegon - Norton Shores - Muskegon Heights	154,729	149
Lancaster	153,690	150
Total Top 150	**92,324,549**	
Cedar Rapids	153,291	151
Brownsville - Harlingen - San Benito	151,932	152
Lubbock	151,724	153
Appleton - Oshkosh	149,441	154
Fayetteville, N.C.	149,334	155
Manchester - Nashua	148,267	156
South Bend	147,536	157
Lincoln	146,972	158
Green Bay	144,237	159
Springfield, Mo.	142,991	160
Poughkeepsie	141,112	161
Utica - Rome	139,453	162
Fort Myers - Cape Coral	139,155	163
Parkersburg - Marietta	137,249	164
Lima	135,385	165
Amarillo	135,139	166
Columbus, Ga.	134,724	167
Santa Barbara - Santa Maria - Lompoc	132,808	168
Vallejo - Fairfield - Napa	132,625	169
Sarasota	132,246	170
Newburgh - Middletown	128,240	171
Lafayette, La.	126,612	172
Fayetteville - Springdale	125,034	173
Visalia - Tulare - Porterville	124,049	174
Odessa	123,907	175
Fort Smith	121,365	176
Biloxi - Gulfport	120,500	177
Battle Creek	117,992	178
Salinas - Seaside - Monterey	116,565	179
Topeka	116,525	180
Jersey City	115,744	181
Bradenton	115,492	182
Tyler	115,349	183
Janesville - Beloit	115,216	184
Springfield, Ohio	114,909	185
Savannah	114,671	186
Binghamton	112,953	187
Wheeling	112,614	188
Billings	111,895	189
Provo - Orem	111,126	190
Waterloo - Cedar Falls	110,700	191
Champaign - Urbana - Rantoul	106,571	192
Monroe	105,169	193
Longview - Marshall	104,878	194
Asheville	103,629	195
Richland - Kennewick - Pasco	103,608	196
Laredo	103,519	197
New London - Norwich	103,289	198
Lafayette - West Lafayette	102,671	199
Decatur	102,205	200
Total Top 200	**98,577,167**	
Fargo - Moorhead	101,634	201
Boise	101,486	202
Tallahassee	100,551	203
Eau Claire	99,923	204
Alexandria, La.	99,669	205
Terre Haute	98,247	206

Area	($000)	Rank
Sioux Falls	97,248	207
Altoona	97,225	208
Mansfield	95,185	209
Hamilton - Middletown	94,784	210
Atlantic City	93,364	211
Steubenville - Weirton	92,955	212
Lake Charles	91,437	213
Wichita Falls	91,314	214
Clarksville - Hopkinsville	90,619	215
Gainesville	89,542	216
Waco	89,483	217
Medford	89,208	218
Yakima	89,204	219
St. Cloud	88,880	220
Galveston - Texas City	87,807	221
Santa Cruz	87,017	222
Pittsfield	84,053	223
Hagerstown	83,381	224
Dubuque	83,030	225
Elkhart	82,687	226
Killeen - Temple	81,990	227
Florence, Ala.	81,764	28
Tuscaloosa	80,933	29
Wilmington, N.C.	80,679	0
Rochester, Minn.	79,166	2
Lynchburg	79,096	23
Anderson, Ind.	78,572	233
Burlington, Vt.	77,100	234
Sioux City	77,041	235
Panama City	76,957	236
Benton Harbor	76,506	237
Pueblo	76,342	238
Joplin	74,310	239
Bangor	74,090	240
Racine	74,069	241
St. Joseph	73,331	242
Bellingham	73,227	243
Anderson, S.C.	72,111	244
Kokomo	72,043	245
Fort Walton Beach	71,970	246
Florence, S.C.	69,595	247
Fort Collins	69,453	248
Bay City	69,442	249
Abilene	69,361	250
Total Top 250	**102,786,248**	
Texarkana	69,028	251
Hickory	68,328	252
Petersburg - Colonial Heights - Hopewell	67,910	253
Albany, Ga.	67,697	254
La Crosse	67,206	255
Sheboygan	66,794	256
Gadsden	66,439	257
Owensboro	64,645	258
Columbia, Mo.	63,889	259
Muncie	63,575	260
Bloomington - Normal	63,540	261
Sharon	62,289	262
Bismarck	62,174	263
Elmira	62,145	264
Victoria	61,717	265
Pascagoula - Moss Point	60,901	266
Sherman - Denison	60,896	267
Charlottesville	60,253	268
Great Falls	58,506	269
Pine Bluff	58,381	270
San Angelo	57,950	271
Lawton	57,031	272
Bremerton	56,933	273
Wausau	56,487	274
Redding	55,934	275
Salisbury - Concord	55,828	276
Bryan - College Station	55,591	[illegible]
Anniston	55,023	278
Athens	54,467	279
Lewiston - Auburn	54,088	280
Chico	53,441	281
Vineland - Millville - Bridgeton	52,334	282
State College	51,474	283
Kenosha	51,326	284
Olympia	51,320	285
Kankakee	51,221	286
Cumberland	51,201	287
Williamsport	49,217	288
Ocala	49,092	289
Burlington, N.C.	47,781	290
Greeley	47,595	291
Bloomington, Ind.	45,689	292
Danville, Va.	44,931	293
Newark, Ohio	42,537	294
Rock Hill	41,588	295
Iowa City	41,190	296
Casper	39,364	297
Midland	38,694	298
Grand Forks	37,158	299
Glens Falls	37,135	300
Las Cruces	35,704	301
Enid	31,826	302
Lawrence, Kans.	31,765	303
Jacksonville, N.C.	31,364	304
Yuba City	28,245	305
Total Above Areas	**105,705,085**	
Percent of U.S.	**85.8295**	
U.S. Total	**123,157,012**	

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UPDATE ON THE NORTHERN CALIFORNIA MARKET

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Source: S&MM Survey of Buying Power, 1980

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
New York	1,757,469	1
Los Angeles - Long Beach	1,732,763	2
Chicago	1,441,902	3
Detroit	1,010,971	4
Philadelphia	896,305	5
San Francisco - Oakland	813,910	6
Dallas - Fort Worth	757,056	7
Washington	727,438	8
Houston	696,368	9
Nassau - Suffolk	686,268	10
Boston - Lowell - Brockton - Lawrence - Haverhill	651,069	11
Miami	566,336	12
Anaheim - Santa Ana - Garden Grove	556,656	13
Phoenix	489,838	14
Newark, N.J.	475,780	15
Pittsburgh	450,266	16
Denver - Boulder	446,430	17
San Diego	444,045	18
Seattle - Everett	440,560	19
Minneapolis - St. Paul	422,091	20
St. Louis	411,602	21
Baltimore	392,160	22
San Jose	386,724	23
Cleveland	350,308	24
Portland, Ore.	347,955	25
Milwaukee	326,686	26
Fort Lauderdale - Hollywood	306,016	27
Atlanta	288,059	28
Tampa - St. Petersburg	286,002	29
Salt Lake City - Ogden	269,129	30
Cincinnati	264,498	31
Kansas City	257,921	32
New Orleans	244,934	33
Sacramento	240,842	34
Buffalo	240,641	35
Oklahoma City	236,174	36
Riverside - San Bernardino - Ontario	231,715	37
Columbus, Ohio	225,029	38
Louisville	210,185	39
Greensboro - Winston-Salem - High Point	200,793	40
Bridgeport - Stamford - Norwalk - Danbury	199,606	41
San Antonio	199,330	42
Indianapolis	190,080	43
Rochester, N.Y.	187,512	44
Hartford - New Britain - Bristol	184,642	45
Birmingham	182,574	46
Tulsa	176,004	47
Nashville-Davidson	174,666	48
Memphis	169,902	49
Dayton	166,632	50
Total Top 50	**23,011,842**	
West Palm Beach - Boca Raton	165,796	51
Albuquerque	163,621	52
Norfolk - Virginia Beach - Portsmouth	152,957	53
Grand Rapids	146,402	54
Albany - Schenectady - Troy	139,296	55
Richmond	138,819	56
Worcester - Fitchburg - Leominster	138,704	57
New Haven - West Haven - Waterbury - Meriden	138,537	58
Flint	137,114	59
Omaha	136,055	60
Toledo	135,406	61
Syracuse	133,235	62
Allentown - Bethlehem - Easton	132,304	63
Charlotte - Gastonia	130,331	64
Tucson	130,288	65
El Paso	130,222	66
Jacksonville, Fla.	129,695	67
Providence - Warwick - Pawtucket	129,195	68
New Brunswick - Perth Amboy - Sayreville	127,537	69
Orlando	127,238	70
Long Branch - Asbury Park	122,316	71
Newport News - Hampton	114,513	72
Austin	113,208	73
Wilmington, Del.	113,037	74
New Bedford - Fall River	112,267	75
Gary - Hammond - East Chicago	108,851	76
Las Vegas	108,736	77
Fresno	104,926	78
Sarasota	104,851	79
Northeast Pennsylvania	103,416	80
Akron	101,701	81
Greenville - Spartanburg	101,382	82
Youngstown - Warren	97,735	83
Madison	96,319	84
Wichita	95,801	85
Knoxville	95,475	86
Paterson - Clifton - Passaic	94,285	87
Raleigh - Durham	93,781	88
Beaumont - Port Arthur - Orange	92,807	89
Lancaster	92,599	90
Oxnard - Simi Valley - Ventura	92,393	91
Tacoma	91,529	92
Harrisburg	91,486	93
Baton Rouge	89,593	94
Colorado Springs	89,103	95
Reno	85,122	96
Spokane	83,431	97
Des Moines	82,432	98
Lansing - East Lansing	81,942	99
Davenport - Rock Island - Moline	81,661	100
Total Top 100	**28,711,292**	
York	81,547	101
Bakersfield	80,975	102
Springfield - Chicopee - Holyoke	79,635	103
Peoria	78,518	104
Mobile	77,624	105
Fort Myers - Cape Coral	75,896	106
Little Rock - North Little Rock	74,566	107
Honolulu	74,469	108
Columbia, S.C.	73,942	109
Stockton	73,707	110
Trenton	72,980	111
Santa Barbara - Santa Maria - Lompoc	72,521	112
Portsmouth - Dover - Rochester	72,518	113
Lubbock	72,227	114
Canton	72,123	115
Charleston - North Charleston, S.C.	71,364	116
Boise	71,021	117
Shreveport	70,734	118
Lexington-Fayette	70,654	119
Modesto	70,609	120
Eugene - Springfield	68,944	121
Huntington - Ashland	68,831	122
Benton Harbor	68,636	123
Ann Arbor	68,544	124
Jersey City	68,416	125
Rockford	67,805	126
Jackson, Miss.	67,496	127
Chattanooga	67,018	128
Fort Wayne	66,199	129
Johnson City - Kingsport - Bristol	66,034	130
Santa Rosa	65,448	131
Evansville	64,299	132
Amarillo	63,471	133
Manchester - Nashua	62,666	134
Erie	61,085	135
Savannah	60,869	136
Salem	60,190	137
Brownsville - Harlingen - San Benito	59,450	138
Salinas - Seaside - Monterey	57,704	139
Kalamazoo - Portage	57,023	140
Binghamton	57,008	141
Corpus Christi	56,893	142
Charleston, W.Va.	56,891	143
Roanoke	56,204	144
Augusta	54,988	145
Appleton - Oshkosh	54,542	146
Vallejo - Fairfield - Napa	53,446	147
Springfield, Mo.	53,386	148
Johnstown	52,013	149
Reading	51,977	150
Total Top 150	**32,036,398**	
Longview - Marshall	51,089	151
South Bend	50,690	152
Saginaw	50,561	153
Lakeland - Winter Haven	49,984	154
Fayetteville, N.C.	49,017	155
McAllen - Pharr - Edinburg	48,590	156
Huntsville	48,413	157
Duluth - Superior	47,791	158
Lafayette, La.	46,930	159
Utica - Rome	46,513	160
Green Bay	45,769	161
Pensacola	45,579	162
New London - Norwich	45,567	163
Fort Collins	45,531	164
Daytona Beach	45,485	165
Provo - Orem	43,976	166
Tyler	43,370	167
Newburgh - Middletown	43,296	168
Wheeling	43,030	169
Lorain - Elyria	42,809	170
Melbourne - Titusville - Cocoa	42,755	171
Montgomery	42,241	172
Fargo - Moorhead	41,995	173
Casper	41,644	174
Billings	41,089	175
Cedar Rapids	40,880	176
Portland, Me.	40,418	177
Fort Smith	39,357	178
Columbus, Ga.	39,204	179
Anchorage	39,170	180
Waco	38,697	181
Hamilton - Middletown	38,351	182
Gainesville	38,238	183
Springfield, Ill.	38,095	184
Wichita Falls	38,049	185
Atlantic City	37,211	186
Macon	36,159	187
Laredo	36,064	188
Lima	35,918	189
Medford	35,629	190
Waterloo - Cedar Falls	35,105	191
Salisbury - Concord	34,662	192
Lake Charles	34,095	193
Chico	33,648	194
Lincoln	33,327	195
Altoona	33,101	196
Champaign - Urbana - Rantoul	33,062	197
Bangor	33,020	198
Dubuque	32,719	199
Fayetteville - Springdale	32,569	200
Total Top 200	**34,086,860**	
Yakima	32,434	201
Richland - Kennewick - Pasco	32,412	202
Olympia	32,379	203
Visalia - Tulare - Porterville	32,302	204
Poughkeepsie	32,184	205
Topeka	32,104	206
Santa Cruz	32,103	207
Racine	31,624	208
Odessa	31,564	209
Pueblo	30,566	210
Anderson, S.C.	30,452	211
Clarksville - Hopkinsville	30,031	212
Lynchburg	29,726	213
Panama City	29,702	214
Bradenton	29,680	215
Midland	29,677	216
Killeen - Temple	29,642	217
Parkersburg - Marietta	29,614	218
Sioux City	29,458	219
Sioux Falls	29,338	220
Abilene	28,694	221
Battle Creek	28,402	222
Monroe	27,372	223
Lafayette - West Lafayette	27,318	224
Albany, Ga.	26,887	225
Vineland - Millville - Bridgeton	26,868	226
Great Falls	26,640	227
Tallahassee	26,509	228
Pittsfield	26,086	229
Asheville	25,626	230
Biloxi - Gulfport	25,573	231
Decatur	25,363	232
Wilmington, N.C.	25,287	233
Muskegon - Norton Shores - Muskegon Heights	25,282	234
Athens	25,274	235
Hickory	25,008	236
Redding	24,665	237
Lawton	24,477	238
Grand Forks	24,372	239
Bellingham	24,358	240
Greeley	24,183	241
Steubenville - Weirton	23,835	242
Muncie	23,724	243
Florence, S.C.	23,398	244
Iowa City	23,363	245
Owensboro	23,269	246
St. Cloud	23,136	247
Burlington, Vt.	23,114	248
Galveston - Texas City	23,085	249
Janesville - Beloit	23,076	250
Total Top 250	**35,458,096**	
Williamsport	23,047	251
Charlottesville	22,977	252
State College	22,909	253
Elkhart	22,822	254
Terre Haute	22,821	255
Rochester, Minn.	22,782	256
Joplin	22,686	257
La Crosse	22,445	258
Mansfield	22,438	259
Florence, Ala.	22,326	260
Jacksonville, N.C.	22,054	261
Fort Walton Beach	21,889	262
Jackson, Mich.	21,834	263
Hagerstown	21,632	264
Bremerton	21,520	265
Bloomington - Normal	21,441	266
Victoria	21,400	267
Tuscaloosa	21,392	268
Springfield, Ohio	21,285	269
Petersburg - Colonial Heights - Hopewell	21,135	270
Gadsden	21,084	271
Anderson, Ind.	21,039	272
Bay City	20,615	273
Alexandria, La.	20,495	274
San Angelo	20,404	275
Bismarck	20,400	276
Sharon	20,049	277
Kokomo	19,813	278
Eau Claire	19,503	279
Cumberland	19,268	280
St. Joseph	19,240	281
Burlington, N.C.	19,199	282
Anniston	18,471	283
Enid	17,687	284
Wausau	17,596	285
Texarkana	17,178	286
Kankakee	16,880	287
Bloomington, Ind.	16,049	288
Pine Bluff	15,768	289
Danville, Va.	14,522	290
Kenosha	14,473	291
Bryan - College Station	14,454	292
Las Cruces	14,453	293
Elmira	14,424	294
Yuba City	14,337	295
Ocala	14,316	296
Columbia, Mo.	14,253	297
Sherman - Denison	13,905	298
Newark, Ohio	13,426	299
Glens Falls	12,609	300
Rock Hill	12,194	301
Lewiston - Auburn	11,592	302
Pascagoula - Moss Point	11,078	303
Sheboygan	10,435	304
Lawrence, Kans.	8,957	305
Total Above Areas	**36,471,198**	
Percent of U.S.	**82.5844**	
U.S. Total	**44,162,313**	

"At Western International Hotels, we learned that 49 percent of frequent travelers surveyed use National Yellow Pages when seeking '800' numbers for hotel reservations."

— Ron LaRue

Director of Advertising
and Public Relations
Western International Hotels

"We were spending $50,000 a year on our '800' number advertising in selected Yellow Pages directories around the country and in Canada," LaRue said, "and we wondered if it was working to our advantage.

"A random survey of 1,000 affluent frequent travelers produced a 53 percent return. Sixty-eight percent of the respondents said they used '800' numbers when making an out-of-town hotel reservation in the United States and Canada, and 49 percent of them usually or sometimes got those numbers from National Yellow Pages advertising messages.

"We established the criteria, did the survey, confirmed our beliefs and redirected the campaign. It really paid off for us."

Today, Seattle-based Western International, through its advertising agency, Cole & Weber, places bold listings in some 100 metropolitan telephone directories to reach frequent travelers. In 11 regional sales office cities, custom trademark headings are placed along with bold listings.

But that isn't all the story. According to LaRue, Western International Hotels in the U.S. and Canada (they also have two dozen hotels in glamorous locations all over the world) collectively spend another $300,000 in individual Yellow Pages advertising programs, with quarter page display ads, display trademark headings and trademark listings, promoting specialty restaurants, banquet facilities and other services locally and regionally.

Western International Hotels is just one more success story that proves the power of National Yellow Pages advertising. Ask your advertising agency how you can build an effective cost-efficient National Yellow Pages program, or get a list of authorized selling representatives by writing or calling NYPSA headquarters.

nypsa

NATIONAL YELLOW PAGES SERVICE ASSOCIATION
888 W. BIG BEAVER ROAD
TROY, MICHIGAN 48084
TELEPHONE: (313) 362-3300

The medium that puts the "closing touch" on your marketing/media plan.

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach	5,294,058	1
Chicago	4,788,350	2
Houston	4,192,468	3
Dallas - Fort Worth	3,9[illegible]7,804	4
Detroit	3,775,952	5
Philadelphia	3,150,465	6
New York	3,146,245	7
Washington	2,805,971	8
San Francisco - Oakland	2,377,248	9
Minneapolis - St. Paul	1,910,049	10
St. Louis	1,866,499	11
Boston - Lowell - Brockton - Lawrence - Haverhill	1,859,815	12
Pittsburgh	1,827,837	13
Atlanta	1,812,360	14
Anaheim - Santa Ana - Garden Grove	1,786,926	15
Nassau - Suffolk	1,724,219	16
Baltimore	1,659,321	17
Denver - Boulder	1,582,993	18
Kansas City	1,484,736	19
Cleveland	1,401,258	20
Fort Lauderdale - Hollywood	1,399,615	21
Newark, N.J.	1,394,410	22
Miami	1,384,321	23
Seattle - Everett	1,382,475	24
Phoenix	1,302,623	25
Tampa - St. Petersburg	1,279,416	26
San Diego	1,246,308	27
San Jose	1,234,078	28
Riverside - San Bernardino - Ontario	1,075,801	29
Oklahoma City	1,071,938	30
Buffalo	1,051,828	31
Portland, Ore.	1,012,540	32
San Antonio	936,151	33
Milwaukee	935,557	34
New Orleans	872,587	35
Rochester, N.Y.	868,184	36
Cincinnati	841,791	37
Columbus, Ohio	838,162	38
Indianapolis	826,615	39
Sacramento	818,919	40
Tulsa	805,938	41
Salt Lake City - Ogden	757,720	42
Greensboro - Winston-Salem - High Point	737,952	43
Nashville-Davidson	735,297	44
Jacksonville, Fla.	727,910	45
Birmingham	724,505	46
Norfolk - Virginia Beach - Portsmouth	687,408	47
Memphis	658,278	48
Orlando	656,546	49
Charlotte - Gastonia	643,779	50
Total Top 50	**81,263,226**	
Louisville	604,895	51
West Palm Beach - Boca Raton	588,236	52
Hartford - New Britain - Bristol	588,235	53
Toledo	583,479	54
Richmond	569,994	55
Albany - Schenectady - Troy	568,701	56
Dayton	550,250	57
Syracuse	547,142	58
Flint	527,817	59
Omaha	488,339	60
Albuquerque	485,814	61
Las Vegas	481,128	62
Austin	476,583	63
Bridgeport - Stamford - Norwalk - Danbury	475,040	64
Wichita	463,137	65
Greenville - Spartanburg	453,942	66
Allentown - Bethlehem - Easton	438,925	67
Beaumont - Port Arthur - Orange	437,411	68
Tucson	430,104	69
Baton Rouge	424,290	70
Fresno	423,166	71
Providence - Warwick - Pawtucket	415,222	72
Akron	414,088	73
Gary - Hammond - East Chicago	411,811	74
Grand Rapids	403,916	75
Raleigh - Durham	400,335	76
El Paso	398,734	77
New Haven - West Haven - Waterbury - Meriden	394,834	78
Little Rock - North Little Rock	391,083	79
Oxnard - Simi Valley - Ventura	390,039	80
Northeast Pennsylvania	388,809	81
Worcester - Fitchburg - Leominster	378,927	82
Honolulu	373,362	83
Shreveport	368,731	84
Long Branch - Asbury Park	363,729	85
Lubbock	358,011	86
Wilmington, Del.	351,271	87
Charleston, W.Va.	350,990	88
Tacoma	350,485	89
Des Moines	346,322	90
Harrisburg	341,236	91
Corpus Christi	340,246	92
Knoxville	335,112	93
Youngstown - Warren	329,721	94
Lansing - East Lansing	329,531	95
New Brunswick - Perth Amboy - Sayreville	328,053	96
Springfield - Chicopee - Holyoke	322,674	97
Johnson City - Kingsport - Bristol	321,630	98
Davenport - Rock Island - Moline	319,211	99
Columbia, S.C.	314,806	100
Total Top 100	**102,402,773**	
Peoria	306,299	101
Canton	303,741	102
Amarillo	296,484	103
Portsmouth - Dover - Rochester	290,766	104
Colorado Springs	289,211	105
Mobile	286,707	106
Fort Wayne	284,602	107
Lakeland - Winter Haven	283,636	108
Eugene - Springfield	280,681	109
Bakersfield	276,025	110
Paterson - Clifton - Passaic	273,143	111
Chattanooga	272,314	112
Charleston - North Charleston, S.C.	271,836	113
Reno	267,357	114
New Bedford - Fall River	266,155	115
Lancaster	264,918	116
Stockton	262,559	117
Newport News - Hampton	262,496	118
Jackson, Miss.	261,567	119
Pensacola	261,271	120
Spokane	260,152	121
Augusta	253,277	122
Lexington-Fayette	251,132	123
York	248,340	124
Reading	243,261	125
Springfield, Mo.	239,546	126
Huntsville	237,091	127
Vallejo - Fairfield - Napa	233,287	128
Binghamton	232,414	129
Madison	224,367	130
Galveston - Texas City	224,035	131
Johnstown	220,501	132
Evansville	217,142	133
South Bend	212,693	134
Erie	211,555	135
Macon	209,760	136
Roanoke	209,143	137
Waco	208,670	138
Visalia - Tulare - Porterville	207,924	139
Fort Smith	205,186	140
Columbus, Ga.	204,249	141
Melbourne - Titusville - Cocoa	203,364	142
Fort Myers - Cape Coral	203,297	143
Huntington - Ashland	200,421	144
Santa Rosa	200,370	145
Manchester - Nashua	200,132	146
Jersey City	199,488	147
Killeen - Temple	197,501	148
Salinas - Seaside - Monterey	196,651	149
Utica - Rome	194,486	150
Total Top 150	**114,513,976**	
Odessa	193,598	151
Sarasota	193,263	152
Appleton - Oshkosh	190,847	153
Daytona Beach	190,502	154
Longview - Marshall	189,759	155
Kalamazoo - Portage	188,756	156
Abilene	188,362	157
Montgomery	186,671	158
Ann Arbor	185,792	159
McAllen - Pharr - Edinburg	181,952	160
Boise	180,549	161
Salem	179,552	162
Santa Barbara - Santa Maria - Lompoc	178,794	163
Topeka	176,916	164
Portland, Me.	176,751	165
Savannah	176,186	166
Trenton	175,576	167
Lafayette, La.	170,923	168
Lorain - Elyria	168,963	169
Fargo - Moorhead	166,399	170
Wichita Falls	164,888	171
Modesto	162,469	172
Lake Charles	158,282	173
Lincoln	156,626	174
Waterloo - Cedar Falls	156,148	175
Fayetteville, N.C.	156,026	176
Newburgh - Middletown	155,959	177
Fayetteville - Springdale	154,545	178
New London - Norwich	154,376	179
Elkhart	153,385	180
Rockford	152,941	181
Cedar Rapids	151,068	182
Fort Collins	148,730	183
Joplin	145,858	184
Duluth - Superior	145,219	185
Sioux Falls	143,278	186
Sharon	143,271	187
Monroe	141,422	188
Midland	140,586	189
San Angelo	139,755	190
Lima	139,261	191
Santa Cruz	139,214	192
Hamilton - Middletown	138,606	193
Poughkeepsie	138,206	194
Parkersburg - Marietta	137,948	195
Wheeling	137,826	196
Casper	135,947	197
Asheville	135,899	198
Yakima	135,660	199
Richland - Kennewick - Pasco	135,133	200
Total Top 200	**122,552,619**	
Bradenton	134,668	201
Medford	133,033	202
Anchorage	132,462	203
Provo - Orem	131,455	204
Lynchburg	131,434	205
Tyler	130,558	206
Salisbury - Concord	130,134	207
Saginaw	130,056	208
Billings	130,019	209
Tallahassee	124,285	210
Springfield, Ill.	122,672	211
Anderson, S.C.	119,048	212
Clarksville - Hopkinsville	118,759	213
Green Bay	118,723	214
Terre Haute	118,640	215
Athens	116,615	216
Williamsport	115,866	217
Brownsville - Harlingen - San Benito	115,697	218
Victoria	114,831	219
Bangor	113,870	220
Texarkana	112,512	221
Gainesville	111,042	222
Muncie	110,372	223
Atlantic City	110,342	224
Anderson, Ind.	110,233	225
Alexandria, La.	108,844	226
Decatur	108,748	227
Hickory	108,506	228
Panama City	107,200	229
Mansfield	106,606	230
Biloxi - Gulfport	105,869	231
St. Cloud	105,076	232
Rochester, Minn.	103,921	233
Pueblo	103,439	234
Altoona	102,711	235
Springfield, Ohio	102,477	236
Lawton	100,850	237
Benton Harbor	100,249	238
Bismarck	98,875	239
Wilmington, N.C.	98,461	240
Redding	97,405	241
Bay City	97,101	242
Albany, Ga.	96,319	243
Petersburg - Colonial Heights - Hopewell	95,012	244
Vineland - Millville - Bridgeton	94,686	245
Grand Forks	94,044	246
Champaign - Urbana - Rantoul	93,539	247
Muskegon - Norton Shores - Muskegon Heights	91,944	248
Dubuque	91,810	249
Florence, Ala.	91,234	250
Total Top 250	**128,094,871**	
Sioux City	89,925	251
Sherman - Denison	89,851	252
Bellingham	88,493	253
Racine	88,215	254
Eau Claire	87,581	255
Bryan - College Station	87,066	256
St. Joseph	86,999	257
Chico	86,334	258
Battle Creek	85,643	259
Florence, S.C.	85,431	260
Jacksonville, N.C.	84,560	261
Bremerton	83,808	262
Hagerstown	82,773	263
Great Falls	82,545	264
Steubenville - Weirton	82,507	265
Kokomo	81,701	266
State College	81,690	267
Columbia, Mo.	81,392	268
Janesville - Beloit	81,317	269
Bloomington - Normal	81,183	270
Burlington, N.C.	80,581	271
Olympia	80,226	272
Danville, Va.	80,018	273
Lewiston - Auburn	78,729	274
Enid	78,625	275
Jackson, Mich.	78,283	276
Pine Bluff	77,846	277
Owensboro	77,169	278
Tuscaloosa	77,109	279
Fort Walton Beach	76,547	280
Kankakee	76,390	281
Pittsfield	73,935	282
Newark, Ohio	73,345	283
Charlottesville	72,975	284
Anniston	72,481	285
Rock Hill	71,976	286
Las Cruces	71,888	287
Ocala	70,801	288
Greeley	68,675	289
Lafayette - West Lafayette	67,948	290
Iowa City	67,266	291
Glens Falls	63,797	292
Laredo	63,667	293
Elmira	63,155	294
Gadsden	61,912	295
La Crosse	61,711	296
Cumberland	61,414	297
Wausau	58,457	298
Yuba City	54,618	299
Burlington, Vt.	53,296	300
Sheboygan	52,562	301
Lawrence, Kans.	46,951	302
Bloomington, Ind.	44,161	303
Pascagoula - Moss Point	40,603	304
Kenosha	38,862	305
Total Above Areas	**132,131,364**	
Percent of U.S.	**77.8124**	
U.S. Total	**169,808,262**	

Jeffrey J. Fox, *marketing V. P. for Loctite, the world leader in high-performance adhesives for home and industry. He's a 6 am jogger and a 12 noon squash player, and 60% of his business life is spent on the go for Loctite. A man very much on the move.*

Catch Him If You Can

The first in a series of interviews with active executives who read Sales & Marketing Management Magazine.

S&MM: Jeff, if I want to put information into your hands, how do I do it?

FOX: I read a lot. I read a wide variety of "vertical" and "horizontal" business magazines relevant to my job. Of course, I get a lot of direct mail as well. But I don't choose that material the way I do my magazines, so it isn't likely to have the same impact on me.

S&MM: How do you do everything that you must do in a day and still have time to search out helpful information?

FOX: Time management is a problem, although I remember leaving a Detroit sales meeting at 3:03 p.m. and arriving in Chicago at 3:01 the same afternoon for a distributor meeting. It was the best buy I had all day! But for efficiency, you're not going to beat magazines. The right editorial climate will produce material I just have to have.

S&MM: You must read a tremendous amount. How do you cope with it all?

FOX: I have a personal technique. To be sure I don't miss anything I make a reading file for travel. One night a week I'll go through about 15 magazines, and I'll cut out items that look interesting and staple them together. In a few weeks I'll collect a one-inch file of articles from a hundred or so magazines. That file travels with me until I finish it. Then I distribute the good ones to the people who work with me, or put them in my strategy files.

S&MM: What about ads in the magazines?

FOX: An ad is really a window on the advertiser's marketing strategy. It is part of this business to understand communications, to be able to tell from an ad whether or not an advertiser is a strategic marketer. I can look at an ad for a product–especially a competitor's–and see how well the advertiser is thinking out strategy.

S&MM: What advice would you give to anyone trying to reach someone like you with advertising?

FOX: First, focus. Say one thing and one thing only. Otherwise, your message will get lost.

And remember your audience. If your ad is in Time or Playboy, you can talk about one thing. If you're in S&MM, talk about something else, or say it another way. Segmented target audiences can be pinned down accurately, so you can talk to an audience about its concerns in a language and context the audience understands.

S&MM: You respond to advertising oriented to your needs. What other factors are there?

FOX: An advertiser has to impress more than one person. The overall decision-maker as well as "the influencers." There are specialists who evaluate products and ideas, and who make recommendations.

If you successfully reach the decision-maker, and you've paved the way for the "influencer," you've closed the circle, and perhaps the sale.

S&MM: That's where the choice of magazine is an asset?

FOX: Quite honestly, I'm favorably affected by an advertiser sophisticated enough to advertise in S&MM.

The editorial climate in your magazine gives legitimacy, a third-party endorsement to the information.

To me, it's a sign the advertiser is thinking about his target market and what that market needs. If an ad for sales training aids appeared in Popular Mechanics, I'd be less inclined to think the advertiser really had me in mind.

This is what I mean by strategy, and I prefer dealing with suppliers who have their marketing strategies well thought-out. It's a reflection on their planning and on the quality behind their products.

S&MM: Do you look for articles about companies only like yours, or companies in many kinds of markets?

FOX: I look at everything. Loctite markets both consumer and industrial products, and the Industrial Group's marketing tactics are very similar to consumer marketing approaches.

Our industrial products respond successfully to packaged goods marketing techniques. We consistently employ the disciplines of market segmentation, market testing and product positioning.

S&MM: So the full range of material in S&MM is useful?

FOX: Yes. We need to stay on top of all marketing and selling ideas. My background is consumer marketing, and that's one reason for my interest. But a lot of companies other than Loctite are thinking this way, too.

For example, packaging shouldn't be a tactical afterthought as it so often is in industrial marketing. It's a key part of total marketing strategy. So is brand naming. This is a high strategic issue, yet it is common for industrial companies to use numbers instead of brand names. Customers, distributors, even their own sales people, can't be expected to remember all those confusing numbers.

And we do a lot of testing, especially concept testing. A growth company like ours always looks for new, unfilled and usually unarticulated needs in the marketplace.

All the data we can get is important to us, especially "thesis articles" such as "Marketing in the '80's" and "Survey of Buying Power" that S&MM consistently puts out.

S&MM: Thank you, Jeff.

FOX: Thank *you*. Continue the fine articles and I'll continue to clip them.

We Can

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The TWENTIETH ANNUAL GEOGRAPHIC PENETRATION ANALYSIS of MAJOR PRINT MEDIA
'81/'82

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CIRCULATION '81/'82—$35

*Based on 1980 Census

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach	2,811,663	1
Chicago	2,779,619	2
Detroit	2,232,127	3
New York	1,840,331	4
Philadelphia	1,657,550	5
Washington	1,519,366	6
Houston	1,489,620	7
Boston - Lowell - Brockton - Lawrence - Haverhill	1,387,893	8
Dallas - Fort Worth	1,264,710	9
San Francisco - Oakland	1,143,097	10
Nassau - Suffolk	1,105,802	11
St. Louis	1,090,704	12
Minneapolis - St. Paul	998,264	13
Cleveland	993,648	14
Pittsburgh	913,599	15
Baltimore	903,305	16
Atlanta	901,174	17
Anaheim - Santa Ana - Garden Grove	856,130	18
Newark, N.J.	775,212	19
Cincinnati	740,274	20
San Diego	704,856	21
Denver - Boulder	693,905	22
Miami	656,474	23
Kansas City	644,189	24
Tampa - St. Petersburg	628,776	25
San Antonio	614,919	26
Riverside - San Bernardino - Ontario	605,423	27
Indianapolis	600,194	28
Seattle - Everett	598,382	29
Milwaukee	596,539	30
Phoenix	555,844	31
Columbus, Ohio	546,943	32
Fort Lauderdale - Hollywood	526,850	33
San Jose	522,565	34
Portland, Ore.	509,062	35
Toledo	476,263	36
Dayton	461,335	37
Louisville	459,902	38
Hartford - New Britain - Bristol	448,663	39
New Orleans	444,377	40
Sacramento	419,841	41
Nashville-Davidson	417,681	42
Salt Lake City - Ogden	402,957	43
Buffalo	400,918	44
Rochester, N.Y.	384,982	45
Memphis	366,644	46
Jacksonville, Fla.	356,559	47
Oklahoma City	345,967	48
Gary - Hammond - East Chicago	345,821	49
Orlando	344,227	50
Total Top 50	**42,485,146**	
Albany - Schenectady - Troy	343,023	51
Birmingham	340,206	52
Bridgeport - Stamford - Norwalk - Danbury	332,313	53
Greensboro - Winston-Salem - High Point	330,817	54
Providence - Warwick - Pawtucket	329,841	55
Richmond	317,703	56
Norfolk - Virginia Beach - Portsmouth	315,963	57
Akron	302,664	58
New Haven - West Haven - Waterbury - Meriden	301,194	59
Worcester - Fitchburg - Leominster	299,976	60
Las Vegas	291,168	61
Youngstown - Warren	288,960	62
Austin	279,011	63
Greenville - Spartanburg	271,738	64
Tulsa	271,024	65
Springfield - Chicopee - Holyoke	269,466	66
New Brunswick - Perth Amboy - Sayreville	263,257	67
Allentown - Bethlehem - Easton	257,572	68
Tucson	256,508	69
Syracuse	249,716	70
Wilmington, Del.	241,449	71
Raleigh - Durham	234,566	72
Long Branch - Asbury Park	233,936	73
Flint	229,423	74
Omaha	223,532	75
Harrisburg	223,454	76
West Palm Beach - Boca Raton	222,056	77
Charlotte - Gastonia	218,722	78
Knoxville	213,466	79
Grand Rapids	213,413	80
Mobile	209,705	81
Chattanooga	207,726	82
Northeast Pennsylvania	206,916	83
Honolulu	204,627	84
Lansing - East Lansing	204,140	85
Albuquerque	200,304	86
Bakersfield	195,985	87
Des Moines	191,058	88
Fresno	190,875	89
Lexington-Fayette	187,967	90
El Paso	187,138	91
Tacoma	184,709	92
Davenport - Rock Island - Moline	184,353	93
New Bedford - Fall River	184,081	94
Canton	177,802	95
Beaumont - Port Arthur - Orange	177,367	96
Baton Rouge	176,904	97
Fort Wayne	176,736	98
Johnson City - Kingsport - Bristol	176,326	99
Corpus Christi	168,761	100
Total Top 100	**54,444,763**	
Reno	168,104	101
Madison	167,697	102
Oxnard - Simi Valley - Ventura	162,644	103
Newport News - Hampton	161,098	104
Jersey City	161,061	105
Columbia, S.C.	160,816	106
Little Rock - North Little Rock	155,952	107
Paterson - Clifton - Passaic	155,073	108
Peoria	154,323	109
Lancaster	148,307	110
Evansville	147,215	111
Wichita	146,721	112
Trenton	145,211	113
Charleston - North Charleston, S.C.	141,981	114
Erie	141,482	115
Portsmouth - Dover - Rochester	140,009	116
Binghamton	139,486	117
Montgomery	139,177	118
Lakeland - Winter Haven	137,571	119
Ann Arbor	137,201	120
Stockton	133,865	121
Utica - Rome	133,746	122
Vallejo - Fairfield - Napa	131,454	123
York	131,385	124
Charleston, W.Va.	131,081	125
Colorado Springs	128,374	126
Shreveport	127,319	127
Huntington - Ashland	126,754	128
Santa Barbara - Santa Maria - Lompoc	126,222	129
Appleton - Oshkosh	123,133	130
Santa Rosa	122,172	131
Rockford	121,877	132
Lorain - Elyria	120,601	133
Daytona Beach	120,512	134
South Bend	120,245	135
Lima	119,828	136
Reading	117,052	137
Salinas - Seaside - Monterey	114,619	138
Duluth - Superior	114,217	139
Roanoke	113,629	140
Spokane	112,897	141
Hamilton - Middletown	112,594	142
Sioux Falls	111,646	143
Kalamazoo - Portage	110,577	144
Jackson, Miss.	110,030	145
Augusta	109,514	146
Hagerstown	106,437	147
Macon	106,319	148
Melbourne - Titusville - Cocoa	105,971	149
Sarasota	105,330	150
Total Top 150	**61,025,292**	
Manchester - Nashua	103,537	151
Modesto	103,249	152
Eugene - Springfield	102,270	153
Terre Haute	101,227	154
New London - Norwich	101,189	155
Newburgh - Middletown	98,705	156
Pensacola	97,767	157
Mansfield	95,976	158
Galveston - Texas City	95,103	159
Savannah	94,354	160
Springfield, Mo.	92,939	161
Poughkeepsie	92,453	162
Wheeling	92,354	163
Benton Harbor	91,948	164
Battle Creek	89,877	165
Springfield, Ill.	89,832	166
Saginaw	89,613	167
Abilene	89,378	168
Fort Smith	89,331	169
Parkersburg - Marietta	87,459	170
Atlantic City	87,184	171
Huntsville	86,128	172
Lincoln	85,317	173
Bloomington - Normal	84,667	174
Longview - Marshall	84,477	175
Columbus, Ga.	84,286	176
Asheville	82,159	177
Johnstown	81,877	178
Salem	81,702	179
Champaign - Urbana - Rantoul	81,042	180
Topeka	80,745	181
McAllen - Pharr - Edinburg	79,366	182
Portland, Me.	79,056	183
Janesville - Beloit	78,273	184
Amarillo	77,955	185
Ocala	77,523	186
Fayetteville, N.C.	77,470	187
Fort Myers - Cape Coral	77,253	188
Killeen - Temple	76,808	189
Richland - Kennewick - Pasco	76,615	190
Santa Cruz	76,574	191
Redding	76,401	192
Visalia - Tulare - Porterville	73,906	193
Springfield, Ohio	73,815	194
Tyler	72,278	195
Green Bay	71,576	196
Lafayette, La.	70,643	197
Fargo - Moorhead	70,605	198
Racine	69,060	199
Waco	68,209	200
Total Top 200	**65,266,823**	
Gainesville	68,191	201
Elkhart	67,209	202
Jackson, Mich.	67,168	203
Eau Claire	67,093	204
Newark, Ohio	66,910	205
Lubbock	66,855	206
Anchorage	66,603	207
Steubenville - Weirton	64,647	208
Yakima	64,528	209
Billings	64,238	210
Provo - Orem	63,475	211
Waterloo - Cedar Falls	63,017	212
St. Cloud	62,561	213
Joplin	62,346	214
Bay City	61,893	215
Cedar Rapids	60,773	216
Sioux City	60,694	217
Boise	59,870	218
Pittsfield	59,637	219
Glens Falls	58,286	220
Texarkana	58,259	221
Grand Forks	57,799	222
Midland	57,330	223
Lynchburg	57,063	224
Medford	56,942	225
Florence, S.C.	56,488	226
Muncie	55,995	227
Casper	55,519	228
Biloxi - Gulfport	55,177	229
Decatur	55,102	230
Salisbury - Concord	52,492	231
Bradenton	52,233	232
Tallahassee	52,118	233
Petersburg - Colonial Heights - Hopewell	51,947	234
Brownsville - Harlingen - San Benito	51,701	235
Laredo	51,554	236
Tuscaloosa	51,227	237
Lake Charles	51,160	238
Anderson, Ind.	50,971	239
St. Joseph	50,928	240
Kenosha	50,853	241
Fort Collins	50,344	242
Muskegon - Norton Shores - Muskegon Heights	49,469	243
Clarksville - Hopkinsville	49,046	244
Wichita Falls	49,005	245
Sharon	48,940	246
Charlottesville	48,806	247
Florence, Ala.	47,799	248
Great Falls	47,794	249
Bangor	47,474	250
Total Top 250	**68,114,352**	
Kokomo	47,157	251
Athens	47,156	252
Burlington, Vt.	46,011	253
Odessa	45,614	254
Monroe	45,425	255
Victoria	44,715	256
Anderson, S.C.	44,227	257
Pine Bluff	43,965	258
Fayetteville - Springdale	43,799	259
Alexandria, La.	43,696	260
Rochester, Minn.	43,621	261
Dubuque	43,440	262
Las Cruces	43,342	263
Cumberland	42,584	264
Lafayette - West Lafayette	42,542	265
Burlington, N.C.	42,189	266
Pueblo	41,077	267
Hickory	40,439	268
Kankakee	40,129	269
Vineland - Millville - Bridgeton	39,623	270
Olympia	39,612	271
Bloomington, Ind.	39,291	272
Wausau	39,261	273
Fort Walton Beach	39,170	274
Altoona	38,669	275
Owensboro	38,522	276
Williamsport	37,423	277
Wilmington, N.C.	37,043	278
Bismarck	37,004	279
Greeley	36,321	280
Anniston	36,133	281
La Crosse	34,986	282
Sheboygan	34,843	283
Bremerton	34,834	284
Iowa City	34,528	285
Columbia, Mo.	33,474	286
Lewiston - Auburn	33,076	287
Rock Hill	32,819	288
Pascagoula - Moss Point	32,673	289
Bellingham	32,328	290
Elmira	32,230	291
Danville, Va.	32,023	292
Panama City	29,542	293
Bryan - College Station	29,233	294
San Angelo	28,823	295
Chico	27,999	296
Sherman - Denison	27,943	297
Gadsden	27,939	298
Lawton	27,175	299
State College	26,778	300
Albany, Ga.	26,266	301
Yuba City	25,570	302
Lawrence, Kans.	24,239	303
Enid	20,786	304
Jacksonville, N.C.	19,599	305
Total Above Areas	**70,113,258**	
Percent of U.S.	**74.7466**	
U.S. Total	**93,801,243**	

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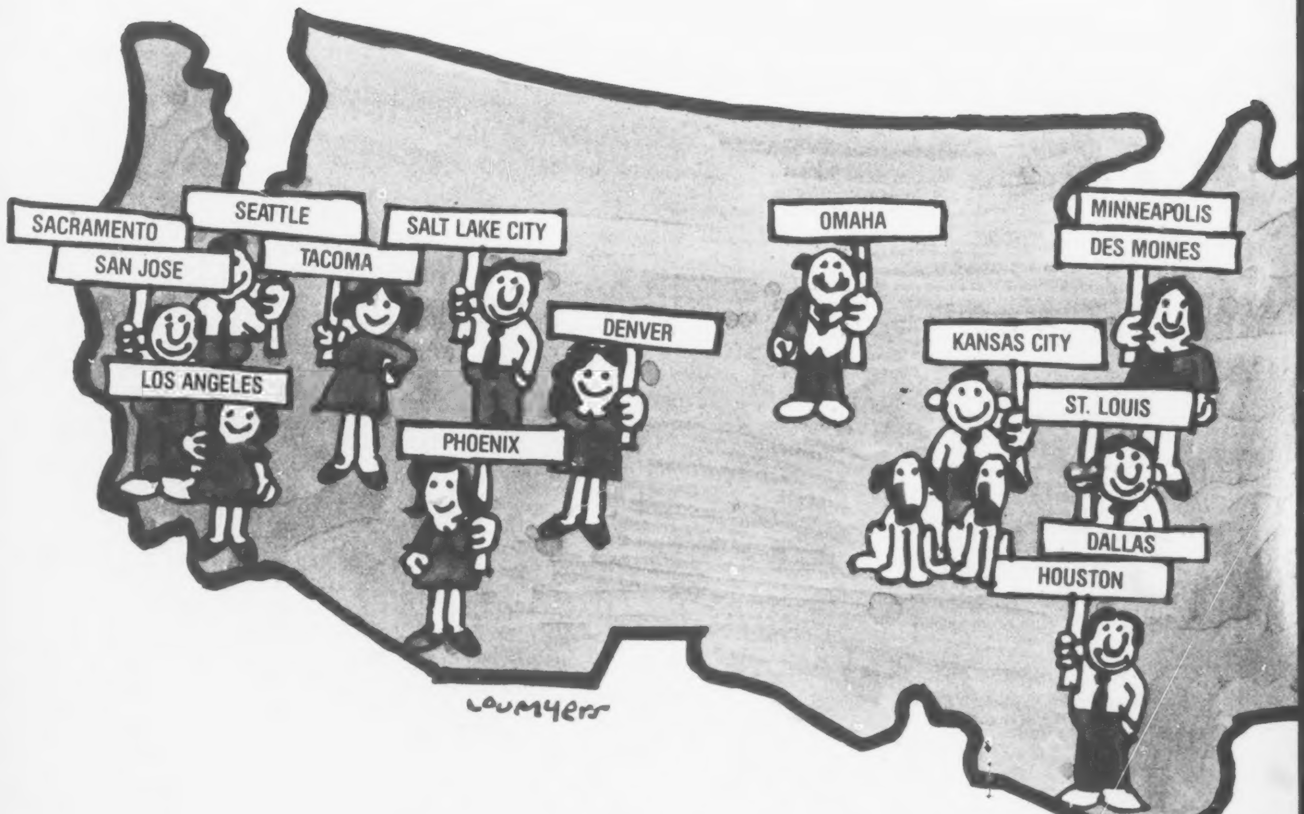
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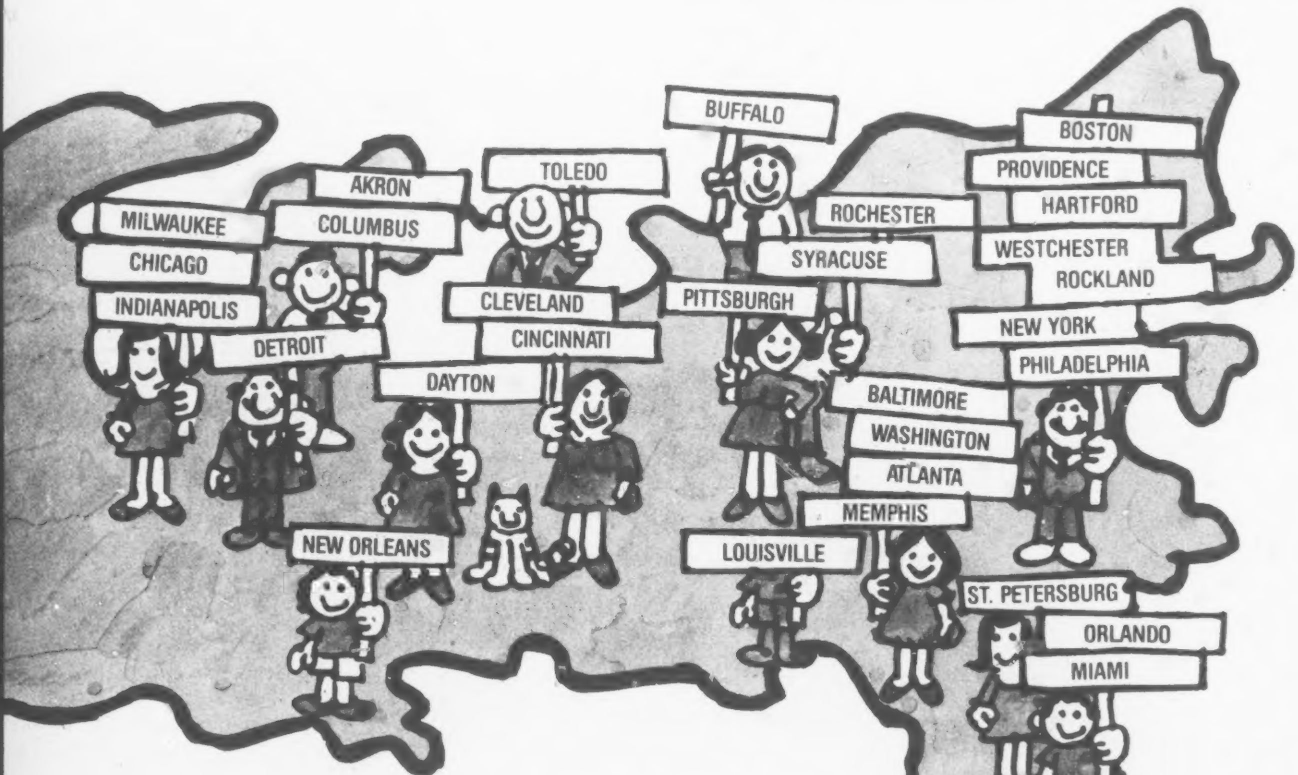
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*Sources: Print Media SMRB 1980. TV-Nielsen Report 11/80

S&MM METRO MARKET RANKING

APPAREL AND ACCESSORIES STORE SALES

Area	($000)	Rank
New York	2,636,700	1
Chicago	1,769,990	2
Los Angeles - Long Beach	1,768,484	3
Boston - Lowell - Brockton - Lawrence - Haverhill	1,113,850	4
Detroit	1,100,271	5
Philadelphia	1,055,308	6
Houston	838,243	7
San Francisco - Oakland	780,777	8
Dallas - Fort Worth	780,220	9
Washington	769,761	10
Nassau - Suffolk	690,402	11
Miami	511,729	12
Seattle - Everett	484,615	13
Newark, N.J.	469,394	14
Denver - Boulder	429,306	15
Anaheim - Santa Ana - Garden Grove	429,052	16
Pittsburgh	427,445	17
St. Louis	420,638	18
Minneapolis - St. Paul	417,433	19
Baltimore	385,867	20
Cleveland	355,077	21
Atlanta	353,219	22
San Diego	350,962	23
Portland, Ore.	293,388	24
New Orleans	288,698	25
Kansas City	288,176	26
Oklahoma City	283,476	27
Fort Lauderdale - Hollywood	278,968	28
San Jose	265,247	29
Birmingham	258,079	30
Milwaukee	249,601	31
Phoenix	243,084	32
Bridgeport - Stamford - Norwalk - Danbury	242,372	33
Hartford - New Britain - Bristol	235,721	34
Honolulu	232,937	35
Tampa - St. Petersburg	231,544	36
Buffalo	231,250	37
Riverside - San Bernardino - Ontario	228,260	38
San Antonio	205,926	39
Cincinnati	203,600	40
Tulsa	194,902	41
Sacramento	184,197	42
New Brunswick - Perth Amboy - Sayreville	183,528	43
Rochester, N.Y.	178,544	44
Albany - Schenectady - Troy	176,201	45
Memphis	175,063	46
Columbus, Ohio	170,499	47
New Haven - West Haven - Waterbury - Meriden	166,614	48
Salt Lake City - Ogden	164,222	49
Providence - Warwick - Pawtucket	161,264	50
Total Top 50	**24,354,104**	
Indianapolis	158,217	51
West Palm Beach - Boca Raton	147,058	52
Greensboro - Winston-Salem - High Point	146,463	53
Norfolk - Virginia Beach - Portsmouth	144,201	54
Louisville	143,720	55
Syracuse	142,987	56
Nashville-Davidson	142,956	57
Springfield - Chicopee - Holyoke	142,824	58
Charlotte - Gastonia	138,632	59
Austin	135,089	60
Grand Rapids	131,481	61
Jersey City	130,160	62
Richmond	129,489	63
Worcester - Fitchburg - Leominster	127,254	64
Paterson - Clifton - Passaic	121,403	65
Jacksonville, Fla.	115,689	66
Toledo	114,515	67
Albuquerque	113,697	68
Las Vegas	113,425	69
Gary - Hammond - East Chicago	112,681	70
Wichita	110,764	71
Orlando	108,763	72
New Bedford - Fall River	108,085	73
Akron	106,931	74
Long Branch - Asbury Park	105,433	75
Beaumont - Port Arthur - Orange	103,279	76
Dayton	100,375	77
Greenville - Spartanburg	99,672	78
Flint	98,061	79
Raleigh - Durham	97,245	80
Northeast Pennsylvania	95,278	81
Allentown - Bethlehem - Easton	95,079	82
Shreveport	93,626	83
Wilmington, Del.	93,410	84
Little Rock - North Little Rock	92,909	85
Fresno	92,619	86
Harrisburg	91,830	87
Lansing - East Lansing	90,663	88
El Paso	89,109	89
Lexington-Fayette	88,834	90
Omaha	85,292	91
Des Moines	83,538	92
Columbia, S.C.	82,611	93
Trenton	82,589	94
McAllen - Pharr - Edinburg	82,505	95
Tacoma	82,168	96
Salinas - Seaside - Monterey	82,060	97
Reading	80,734	98
Knoxville	80,571	99
Eugene - Springfield	77,650	100
Total Top 100	**29,787,728**	
Newport News - Hampton	77,310	101
Portsmouth - Dover - Rochester	77,210	102
Youngstown - Warren	77,095	103
Spokane	76,393	104
Oxnard - Simi Valley - Ventura	75,248	105
Baton Rouge	75,058	106
Mobile	74,900	107
Chattanooga	74,199	108
Tucson	73,727	109
Jackson, Miss.	72,658	110
Saginaw	72,574	111
Charleston - North Charleston, S.C.	72,541	112
Johnson City - Kingsport - Bristol	72,237	113
Ann Arbor	71,992	114
Evansville	71,846	115
Huntsville	70,305	116
Lancaster	69,974	117
Davenport - Rock Island - Moline	69,481	118
Amarillo	67,174	119
Manchester - Nashua	65,964	120
Stockton	64,533	121
Bakersfield	63,917	122
Santa Barbara - Santa Maria - Lompoc	63,732	123
Augusta	63,620	124
Lubbock	63,429	125
Utica - Rome	63,294	126
Fort Wayne	62,503	127
Reno	62,452	128
Montgomery	61,497	129
Canton	60,643	130
Peoria	59,901	131
Lafayette, La.	59,612	132
Odessa	57,659	133
Madison	56,798	134
Colorado Springs	55,838	135
Binghamton	53,768	136
York	53,668	137
Corpus Christi	53,422	138
Savannah	53,101	139
Portland, Me.	52,178	140
Anchorage	52,104	141
Huntington - Ashland	52,037	142
Longview - Marshall	51,677	143
Charleston, W.Va.	51,614	144
Macon	51,364	145
Lakeland - Winter Haven	51,020	146
Newburgh - Middletown	50,463	147
Laredo	50,053	148
Boise	49,896	149
Atlantic City	49,724	150
Total Top 150	**32,941,131**	
Daytona Beach	48,703	151
Kalamazoo - Portage	48,213	152
South Bend	47,968	153
Modesto	47,172	154
Poughkeepsie	47,014	155
Duluth - Superior	46,205	156
Galveston - Texas City	45,450	157
Roanoke	45,415	158
Springfield, Ill.	45,106	159
Fort Smith	44,891	160
Erie	44,849	161
Grand Forks	42,703	162
Visalia - Tulare - Porterville	42,631	163
Sarasota	41,026	164
Springfield, Mo.	40,583	165
Pittsfield	40,361	166
Brownsville - Harlingen - San Benito	38,743	167
Santa Rosa	38,687	168
Tyler	38,645	169
Tallahassee	37,722	170
Lincoln	37,441	171
Fort Myers - Cape Coral	36,459	172
Terre Haute	36,356	173
Salisbury - Concord	36,273	174
Alexandria, La.	35,774	175
Biloxi - Gulfport	35,526	176
Billings	35,444	177
Fort Collins	35,383	178
Columbus, Ga.	35,237	179
Fargo - Moorhead	35,101	180
New London - Norwich	34,688	181
Fayetteville - Springdale	34,009	182
Abilene	33,973	183
Vallejo - Fairfield - Napa	33,801	184
Wichita Falls	33,493	185
Waco	33,236	186
Burlington, Vt.	32,803	187
Provo - Orem	32,674	188
Medford	32,397	189
Johnstown	32,342	190
Champaign - Urbana - Rantoul	32,269	191
Pensacola	32,269	191
Rockford	32,129	193
Gadsden	31,770	194
Sioux Falls	31,706	195
Salem	31,637	196
Richland - Kennewick - Pasco	31,367	197
Monroe	31,290	198
Waterloo - Cedar Falls	30,959	199
Florence, Ala.	30,874	200
Total Top 200	**34,821,898**	
Joplin	30,850	201
Lorain - Elyria	30,737	202
Lake Charles	30,514	203
Topeka	30,366	204
Asheville	30,031	205
Santa Cruz	29,686	206
Yakima	29,319	207
Midland	29,129	208
Gainesville	28,906	209
Great Falls	28,632	210
Vineland - Millville - Bridgeton	28,512	211
Hickory	28,166	212
Parkersburg - Marietta	28,166	212
Killeen - Temple	28,067	214
Bloomington - Normal	27,339	215
San Angelo	27,280	216
Tuscaloosa	27,072	217
Texarkana	26,580	218
Florence, S.C.	26,202	219
Bismarck	26,191	220
Appleton - Oshkosh	26,137	221
Anniston	26,089	222
Bradenton	26,007	223
Redding	25,907	224
Fayetteville, N.C.	25,785	225
St. Cloud	25,724	226
Bangor	25,666	227
Jackson, Mich.	25,178	228
Panama City	25,011	229
Albany, Ga.	24,826	230
Columbia, Mo.	24,776	231
Casper	24,543	232
Enid	24,460	233
Altoona	24,454	234
Charlottesville	24,109	235
Chico	24,057	236
Petersburg - Colonial Heights - Hopewell	23,928	237
Owensboro	23,826	238
Battle Creek	23,780	239
Pueblo	23,557	240
Rochester, Minn.	23,179	241
Lima	23,143	242
Muskegon - Norton Shores - Muskegon Heights	23,060	243
State College	22,954	244
Sharon	22,783	245
Wilmington, N.C.	22,780	246
Bryan - College Station	22,472	247
Wheeling	22,393	248
Benton Harbor	21,989	249
Decatur	21,927	250
Total Top 250	**36,118,143**	
Iowa City	21,858	251
Bellingham	21,714	252
Steubenville - Weirton	21,658	253
Hagerstown	21,322	254
Sioux City	21,236	255
Mansfield	21,204	256
Green Bay	21,106	257
Bloomington, Ind.	20,931	258
Sherman - Denison	20,285	259
Bay City	20,246	260
Springfield, Ohio	19,960	261
Hamilton - Middletown	19,873	262
Janesville - Beloit	19,821	263
Clarksville - Hopkinsville	19,775	264
Anderson, S.C.	19,682	265
Kokomo	19,515	266
Williamsport	19,486	267
Melbourne - Titusville - Cocoa	18,659	268
Fort Walton Beach	18,603	269
Anderson, Ind.	17,985	270
Elkhart	17,888	271
Yuba City	17,588	272
Muncie	17,329	273
Burlington, N.C.	17,100	274
Rock Hill	17,097	275
Wausau	16,946	276
Greeley	16,876	277
Victoria	16,734	278
Cumberland	16,412	279
Elmira	16,305	280
Lewiston - Auburn	16,119	281
Athens	15,974	282
Lynchburg	15,775	283
Cedar Rapids	15,763	284
Bremerton	15,045	285
Lawton	14,986	286
La Crosse	14,633	287
Eau Claire	14,472	288
Lafayette - West Lafayette	14,153	289
Glens Falls	13,999	290
Racine	13,903	291
Newark, Ohio	13,585	292
Danville, Va.	13,357	293
Ocala	13,073	294
Kankakee	13,019	295
Pine Bluff	12,733	296
St. Joseph	12,663	297
Dubuque	11,757	298
Lawrence, Kans.	11,228	299
Jacksonville, N.C.	11,063	300
Las Cruces	10,384	301
Olympia	9,865	302
Pascagoula - Moss Point	9,037	303
Kenosha	7,531	304
Sheboygan	7,279	305
Total Above Areas	**37,014,733**	
Percent of U.S.	**82.2566**	
U.S. Total	**44,999,043**	

DRUGSTORE SALES

Area	($000)	Rank
Chicago	1,236,990	1
Los Angeles - Long Beach	1,127,494	2
Detroit	943,536	3
New York	814,104	4
San Francisco - Oakland	698,023	5
Washington	690,488	6
Dallas - Fort Worth	689,371	7
Boston - Lowell - Brockton - Lawrence - Haverhill	566,054	8
Philadelphia	479,797	9
Houston	428,271	10
Cleveland	377,920	11
Miami	339,224	12
Seattle - Everett	318,790	13
Baltimore	317,855	14
Atlanta	310,212	15
Nassau - Suffolk	289,140	16
St. Louis	265,628	17
Anaheim - Santa Ana - Garden Grove	263,864	18
Minneapolis - St. Paul	263,194	19
San Jose	246,601	20
Tampa - St. Petersburg	241,675	21
Fort Lauderdale - Hollywood	239,110	22
Pittsburgh	238,029	23
Riverside - San Bernardino - Ontario	236,294	24
Phoenix	231,241	25
San Diego	223,041	26
Milwaukee	215,324	27
Honolulu	210,486	28
Cincinnati	209,470	29
Buffalo	200,420	30
Sacramento	199,240	31
Indianapolis	192,809	32
Denver - Boulder	186,084	33
Newark, N.J.	182,759	34
New Orleans	168,857	35
Portland, Ore.	162,151	36
Kansas City	150,199	37
Columbus, Ohio	149,546	38
Hartford - New Britain - Bristol	145,689	39
Greensboro - Winston-Salem - High Point	145,650	40
Louisville	144,524	41
Rochester, N.Y.	143,773	42
Syracuse	141,874	43
Reno	134,945	44
Birmingham	128,008	45
Memphis	127,854	46
Toledo	126,455	47
Jacksonville, Fla.	123,971	48
Richmond	120,306	49
Charlotte - Gastonia	114,763	50
Total Top 50	**15,901,103**	
Gary - Hammond - East Chicago	113,764	51
Nashville-Davidson	113,712	52
West Palm Beach - Boca Raton	111,238	53
Fresno	109,427	54
Providence - Warwick - Pawtucket	105,946	55
Akron	98,186	56
Worcester - Fitchburg - Leominster	96,388	57
Albany - Schenectady - Troy	95,448	58
Oklahoma City	95,029	59
Las Vegas	94,428	60
Flint	94,388	61
San Antonio	94,130	62
Bridgeport - Stamford - Norwalk Danbury	92,986	63
Greenville - Spartanburg	92,835	64
Orlando	91,801	65
Norfolk - Virginia Beach - Portsmouth	84,956	66
Wilmington, Del.	84,317	67
New Haven - West Haven - Waterbury - Meriden	84,193	68
Youngstown - Warren	83,365	69
Dayton	83,355	70
Tucson	82,955	71
Oxnard - Simi Valley - Ventura	82,596	72
Salt Lake City - Ogden	78,286	73
Bakersfield	77,578	74
Omaha	74,983	75
Stockton	74,741	76
El Paso	72,517	77
Springfield - Chicopee - Holyoke	71,083	78
Baton Rouge	70,678	79
Knoxville	69,268	80
Allentown - Bethlehem - Easton	68,406	81
Anchorage	67,820	82
Davenport - Rock Island - Moline	67,347	83
Tulsa	66,555	84
Northeast Pennsylvania	66,218	85
Mobile	66,143	86
Little Rock - North Little Rock	65,964	87
Vallejo - Fairfield - Napa	65,661	88
Daytona Beach	64,768	89
Tacoma	64,734	90
Utica - Rome	63,766	91
Albuquerque	63,350	92
Austin	63,132	93
New Bedford - Fall River	59,955	94
Harrisburg	59,878	95
Lakeland - Winter Haven	59,603	96
Canton	59,188	97
Long Branch - Asbury Park	58,851	98
Portsmouth - Dover - Rochester	57,797	99
Grand Rapids	57,592	100
Total Top 100	**19,842,408**	
Fort Wayne	57,572	101
Spokane	56,449	102
Salinas - Seaside - Monterey	55,894	103
Raleigh - Durham	55,813	104
Santa Rosa	54,522	105
Beaumont - Port Arthur - Orange	54,371	106
Columbia, S.C.	53,403	107
Santa Barbara - Santa Maria - Lompoc	52,218	108
Richland - Kennewick - Pasco	52,188	109
Chattanooga	52,118	110
Melbourne - Titusville - Cocoa	51,826	111
Eugene - Springfield	51,270	112
South Bend	48,106	113
Lexington-Fayette	47,757	114
New Brunswick - Perth Amboy - Sayreville	47,640	115
Evansville	47,044	116
Modesto	46,343	117
Ann Arbor	46,230	118
Peoria	45,739	119
Charleston - North Charleston, S.C.	45,219	120
Huntington - Ashland	44,298	121
Charleston, W.Va.	44,147	122
Binghamton	43,585	123
Jersey City	43,466	124
Sarasota	43,396	125
Johnson City - Kingsport - Bristol	42,968	126
Jackson, Miss.	42,821	127
Salem	42,494	128
Bremerton	42,399	129
Wichita	42,217	130
Lansing - East Lansing	42,110	131
Rockford	41,851	132
Springfield, Ill.	40,651	133
Santa Cruz	40,179	134
Sioux Falls	39,340	135
Lorain - Elyria	38,964	136
Madison	38,833	137
Augusta	38,762	138
Newport News - Hampton	37,547	139
Redding	37,445	140
Shreveport	36,758	141
Lancaster	36,250	142
Corpus Christi	36,158	143
Saginaw	35,905	144
Roanoke	35,627	145
Portland, Me.	35,490	146
Des Moines	35,122	147
Pensacola	34,827	148
Yuba City	34,229	149
Visalia - Tulare - Porterville	34,218	150
Total Top 150	**22,046,187**	
Erie	33,297	151
Paterson - Clifton - Passaic	33,153	152
Appleton - Oshkosh	32,996	153
Macon	32,776	154
Asheville	32,641	155
Lima	32,638	156
Elkhart	32,622	157
Manchester - Nashua	32,475	158
Billings	32,165	159
Fort Myers - Cape Coral	31,855	160
Gainesville	31,576	161
Bradenton	31,506	162
McAllen - Pharr - Edinburg	30,862	163
Trenton	30,799	164
Bryan - College Station	30,640	165
Huntsville	30,584	166
Columbus, Ga.	30,032	167
Lynchburg	29,880	168
Savannah	29,250	169
York	29,129	170
Terre Haute	28,849	171
Topeka	28,298	172
Hamilton - Middletown	28,037	173
Muncie	28,028	174
Cedar Rapids	27,743	175
Galveston - Texas City	27,680	176
Duluth - Superior	27,652	177
Anderson, Ind.	27,203	178
Yakima	27,085	179
Montgomery	26,736	180
Waco	26,694	181
Newburgh - Middletown	26,653	182
Amarillo	26,399	183
Salisbury - Concord	26,311	184
Kalamazoo - Portage	26,009	185
Benton Harbor	25,834	186
Colorado Springs	25,417	187
Fort Smith	24,781	188
Longview - Marshall	24,627	189
Johnstown	24,457	190
New London - Norwich	24,223	191
Battle Creek	24,198	192
Wheeling	23,805	193
Lake Charles	23,770	194
Biloxi - Gulfport	23,657	195
Lafayette - West Lafayette	23,470	196
Joplin	23,086	197
Springfield, Mo.	23,006	198
Champaign - Urbana - Rantoul	22,955	199
Chico	22,700	200
Total Top 200	**23,446,426**	
Olympia	22,547	201
Fargo - Moorhead	22,347	202
Parkersburg - Marietta	22,315	203
Muskegon - Norton Shores - Muskegon Heights	22,202	204
Lubbock	21,990	205
Springfield, Ohio	21,877	206
Atlantic City	21,204	207
Reading	21,029	208
Steubenville - Weirton	20,957	209
Lafayette, La.	20,585	210
Cumberland	20,579	211
Provo - Orem	20,407	212
Poughkeepsie	20,385	213
Racine	20,331	214
Kokomo	20,306	215
Petersburg - Colonial Heights - Hopewell	20,252	216
Green Bay	20,195	217
Wilmington, N.C.	19,965	218
Kankakee	19,746	219
Lincoln	19,655	220
Alexandria, La.	19,473	221
Waterloo - Cedar Falls	19,388	222
Athens	19,324	223
Hagerstown	19,012	224
Bangor	18,703	225
Eau Claire	18,547	226
Bellingham	18,526	227
Sioux City	18,510	228
Rochester, Minn.	18,411	229
Tallahassee	18,332	230
Charlottesville	18,112	231
Anderson, S.C.	18,096	232
Tyler	17,996	233
Burlington, N.C.	17,952	234
Janesville - Beloit	17,876	235
Fayetteville - Springdale	17,875	236
Columbia, Mo.	17,598	237
Great Falls	17,334	238
Pittsfield	17,321	239
Bloomington - Normal	17,136	240
Ocala	17,003	241
Casper	16,699	242
Bloomington, Ind.	16,654	243
Bay City	16,377	244
Albany, Ga.	16,283	245
Laredo	16,269	246
Decatur	16,154	247
Monroe	16,029	248
Enid	15,805	249
Vineland - Millville - Bridgeton	15,740	250
Total Top 250	**24,393,835**	
Fort Collins	15,722	251
St. Joseph	15,707	252
Tuscaloosa	15,570	253
Wichita Falls	15,570	253
Brownsville - Harlingen - San Benito	15,487	255
Boise	15,471	256
Fayetteville, N.C.	15,396	257
Medford	15,234	258
Clarksville - Hopkinsville	15,185	259
Hickory	15,145	260
Pascagoula - Moss Point	15,144	261
Altoona	15,141	262
Bismarck	15,104	263
Abilene	15,023	264
St. Cloud	14,922	265
Sherman - Denison	14,901	266
Texarkana	14,880	267
Glens Falls	14,838	268
Rock Hill	14,778	269
Killeen - Temple	14,618	270
Mansfield	14,541	271
Iowa City	14,366	272
Grand Forks	14,291	273
Pine Bluff	14,249	274
Elmira	14,242	275
Owensboro	14,211	276
Anniston	13,917	277
Sheboygan	13,728	278
Dubuque	13,670	279
La Crosse	13,558	280
Florence, Ala.	13,105	281
Danville, Va.	12,986	282
Jackson, Mich.	12,951	283
Newark, Ohio	12,811	284
Gadsden	12,295	285
Florence, S.C.	12,127	286
Panama City	12,081	287
Williamsport	12,065	288
Sharon	11,471	289
Fort Walton Beach	11,030	290
State College	10,880	291
Victoria	10,840	292
Pueblo	10,180	293
Odessa	9,748	294
Midland	9,433	295
Kenosha	8,990	296
Burlington, Vt.	8,858	297
Wausau	8,450	298
Lewiston - Auburn	8,281	299
Greeley	7,886	300
Las Cruces	7,546	301
Lawrence, Kans.	7,233	302
Jacksonville, N.C.	6,564	303
San Angelo	6,421	304
Lawton	6,393	305
Total Above Areas	**25,089,071**	
Percent of U.S.	**78.4377**	
U.S. Total	**31,986,000**	

Hardware Retailing

THE HOTLINE TO THE HARDWARE/HOME CENTER MARKET!

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Published by
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770 N. High School Road Indianapolis, Indiana 46224
(317) 248-1261

S&MM METRO MARKET RANKING

BUILDING MATERIALS AND HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach	1,255,821	1
Chicago	1,033,467	2
Houston	854,705	3
Detroit	748,120	4
Anaheim - Santa Ana - Garden Grove	615,737	5
New York	612,651	6
San Francisco - Oakland	592,005	7
Seattle - Everett	574,700	8
Minneapolis - St. Paul	570,600	9
Philadelphia	545,544	10
Riverside - San Bernardino - Ontario	545,023	11
Boston - Lowell - Brockton - Lawrence - Haverhill	543,476	12
Washington	543,456	13
Dallas - Fort Worth	537,569	14
San Diego	483,487	15
Denver - Boulder	411,614	16
San Jose	389,952	17
Atlanta	387,106	18
Pittsburgh	380,583	19
St. Louis	373,626	20
Nassau - Suffolk	359,781	21
Baltimore	336,599	22
Phoenix	332,281	23
Sacramento	317,545	24
Tampa - St. Petersburg	279,729	25
Cleveland	274,463	26
Fort Lauderdale - Hollywood	246,460	27
Portland, Ore.	243,085	28
Newark, N.J.	239,082	29
Milwaukee	237,450	30
Indianapolis	230,070	31
Miami	227,337	32
Oklahoma City	225,462	33
Birmingham	225,413	34
Cincinnati	219,840	35
Salt Lake City - Ogden	219,830	36
Kansas City	217,267	37
Tulsa	205,042	38
Akron	195,863	39
Greensboro - Winston-Salem - High Point	192,342	40
Columbus, Ohio	189,971	41
Louisville	187,083	42
Bridgeport - Stamford - Norwalk - Danbury	178,141	43
Nashville-Davidson	165,601	44
Buffalo	164,044	45
Hartford - New Britain - Bristol	160,193	46
New Orleans	159,676	47
Grand Rapids	159,349	48
Rochester, N.Y.	159,235	49
Charlotte - Gastonia	155,955	50
Total Top 50	**18,703,431**	
Austin	154,531	51
Santa Rosa	153,343	52
Baton Rouge	151,439	53
Greenville - Spartanburg	151,435	54
Norfolk - Virginia Beach - Portsmouth	151,233	55
Johnson City - Kingsport - Bristol	149,473	56
Memphis	149,044	57
Knoxville	146,309	58
Orlando	145,788	59
Las Vegas	144,697	60
Dayton	142,816	61
Beaumont - Port Arthur - Orange	140,156	62
Jacksonville, Fla.	138,587	63
Eugene - Springfield	136,147	64
Albany - Schenectady - Troy	136,041	65
Fresno	135,242	66
Lancaster	130,864	67
San Antonio	129,000	68
Des Moines	126,980	69
Bakersfield	126,009	70
Providence - Warwick - Pawtucket	125,030	71
Wichita	117,896	72
Mobile	116,655	73
Spokane	116,230	74
Wilmington, Del.	114,884	75
Richmond	114,479	76
Peoria	113,724	77
Gary - Hammond - East Chicago	112,103	78
Tacoma	110,969	79
Salem	110,800	80
Reno	110,623	81
Allentown - Bethlehem - Easton	110,568	82
Northeast Pennsylvania	109,956	83
Springfield - Chicopee - Holyoke	106,910	84
Toledo	106,544	85
Fort Myers - Cape Coral	105,946	86
Amarillo	105,141	87
Portsmouth - Dover - Rochester	104,475	88
Charleston - North Charleston, S.C.	102,877	89
Modesto	102,876	90
Lakeland - Winter Haven	102,725	91
Albuquerque	101,929	92
Davenport - Rock Island - Moline	99,904	93
New Haven - West Haven - Waterbury - Meriden	99,574	94
Boise	98,561	95
Chattanooga	98,266	96
Worcester - Fitchburg - Leominster	97,616	97
Madison	96,394	98
Flint	94,589	99
Syracuse	93,812	100
Total Top 100	**24,744,621**	
Little Rock - North Little Rock	91,368	101
Santa Cruz	90,879	102
Columbia, S.C.	90,765	103
Huntington - Ashland	89,697	104
Evansville	89,027	105
Oxnard - Simi Valley - Ventura	88,508	106
Redding	88,446	107
Springfield, Ill.	87,516	108
Harrisburg	87,475	109
Stockton	87,344	110
Billings	87,290	111
Huntsville	86,669	112
West Palm Beach - Boca Raton	86,036	113
York	84,456	114
Charleston, W.Va.	83,643	115
Daytona Beach	83,394	116
Raleigh - Durham	81,833	117
Melbourne - Titusville - Cocoa	81,153	118
New Brunswick - Perth Amboy - Sayreville	80,149	119
Canton	79,952	120
Springfield, Mo.	79,586	121
Fort Collins	79,471	122
Lansing - East Lansing	79,448	123
Vallejo - Fairfield - Napa	78,408	124
Long Branch - Asbury Park	77,819	125
Fayetteville - Springdale	77,677	126
Santa Barbara - Santa Maria - Lompoc	76,978	127
Anchorage	76,144	128
St. Cloud	75,949	129
Lexington-Fayette	75,412	130
Richland - Kennewick - Pasco	74,621	131
Augusta	74,599	132
Duluth - Superior	73,299	133
Tucson	73,243	134
Omaha	72,698	135
Colorado Springs	72,128	136
Manchester - Nashua	71,610	137
McAllen - Pharr - Edinburg	71,244	138
Youngstown - Warren	69,934	139
Savannah	69,457	140
Macon	68,255	141
Chico	68,047	142
Kalamazoo - Portage	67,743	143
Visalia - Tulare - Porterville	67,445	144
Portland, Me.	67,118	145
Cedar Rapids	66,177	146
Fort Smith	65,984	147
Fargo - Moorhead	64,821	148
Lincoln	64,387	149
Longview - Marshall	64,321	150
Total Top 150	**28,634,244**	
Rockford	64,265	151
Erie	64,234	152
Lake Charles	63,400	153
Johnstown	63,368	154
Fort Wayne	62,975	155
Yakima	62,371	156
Jackson, Miss.	61,788	157
Lubbock	61,288	158
Salinas - Seaside - Monterey	61,138	159
Appleton - Oshkosh	60,654	160
Montgomery	60,198	161
Fayetteville, N.C.	58,798	162
Pensacola	58,394	163
Lafayette, La.	58,114	164
Shreveport	57,768	165
Newport News - Hampton	57,465	166
Newburgh - Middletown	57,012	167
Bremerton	56,838	168
Casper	55,610	169
Sarasota	55,407	170
Wichita Falls	54,757	171
Tyler	53,909	172
Tallahassee	53,765	173
Honolulu	53,554	174
Lima	53,553	175
Eau Claire	53,386	176
Provo - Orem	53,168	177
South Bend	52,842	178
Topeka	52,565	179
Paterson - Clifton - Passaic	52,484	180
El Paso	52,461	181
Tuscaloosa	52,438	182
Medford	52,107	183
Asheville	51,837	184
Grand Forks	51,294	185
Terre Haute	51,164	186
Ann Arbor	50,158	187
Corpus Christi	49,353	188
Abilene	49,028	189
Green Bay	48,871	190
Galveston - Texas City	48,853	191
Bellingham	48,454	192
New Bedford - Fall River	48,223	193
Binghamton	47,996	194
Jersey City	47,726	195
Clarksville - Hopkinsville	46,161	196
Bangor	45,780	197
Anderson, S.C.	45,085	198
Hickory	45,079	199
Bloomington - Normal	45,027	200
Total Top 200	**31,346,407**	
Parkersburg - Marietta	44,820	201
Rochester, Minn.	44,804	202
Waterloo - Cedar Falls	44,375	203
Decatur	44,365	204
Poughkeepsie	44,264	205
Odessa	43,915	206
Champaign - Urbana - Rantoul	43,308	207
Albany, Ga.	43,247	208
Sioux Falls	42,697	209
Wausau	42,547	210
Wilmington, N.C.	42,448	211
Reading	41,966	212
Atlantic City	41,811	213
Bismarck	41,510	214
Great Falls	40,998	215
Owensboro	40,110	216
Utica - Rome	39,884	217
Monroe	39,843	218
Altoona	39,596	219
Lorain - Elyria	39,527	220
Ocala	39,004	221
Saginaw	38,217	222
Yuba City	38,171	223
Florence, Ala.	37,977	224
Columbus, Ga.	37,619	225
Olympia	37,562	226
Bryan - College Station	37,018	227
Charlottesville	36,919	228
Burlington, Vt.	36,185	229
Florence, S.C.	36,112	230
Janesville - Beloit	35,891	231
Benton Harbor	35,795	232
Racine	35,591	233
Gainesville	35,532	234
Pittsfield	34,741	235
Salisbury - Concord	34,650	236
Killeen - Temple	34,591	237
Roanoke	34,517	238
Steubenville - Weirton	34,497	239
Joplin	34,271	240
Dubuque	33,842	241
Biloxi - Gulfport	33,837	242
Hamilton - Middletown	33,796	243
Fort Walton Beach	33,707	244
Wheeling	33,330	245
Trenton	32,741	246
San Angelo	32,469	247
La Crosse	32,353	248
Greeley	32,250	249
Muskegon - Norton Shores - Muskegon Heights	32,204	250
Total Top 250	**33,247,861**	
Iowa City	32,197	251
Petersburg - Colonial Heights - Hopewell	32,099	252
Lynchburg	31,903	253
New London - Norwich	31,220	254
Victoria	31,085	255
Midland	30,642	256
Kankakee	30,547	257
Elkhart	30,218	258
State College	30,100	259
Sioux City	29,738	260
Sherman - Denison	29,239	261
Athens	28,669	262
Alexandria, La.	28,620	263
Columbia, Mo.	28,564	264
Panama City	28,047	265
Las Cruces	27,709	266
Springfield, Ohio	27,687	267
Bradenton	27,663	268
Brownsville - Harlingen - San Benito	27,551	269
Waco	27,374	270
Sharon	26,662	271
Anderson, Ind.	26,560	272
Rock Hill	25,958	273
Gadsden	25,957	274
Mansfield	25,952	275
Pascagoula - Moss Point	25,918	276
Anniston	25,628	277
Enid	25,608	278
Kokomo	25,501	279
Pueblo	25,261	280
Burlington, N.C.	24,574	281
Bay City	24,533	282
Lafayette - West Lafayette	24,479	283
Battle Creek	24,221	284
Cumberland	24,197	285
Hagerstown	24,113	286
Jackson, Mich.	23,117	287
Newark, Ohio	23,011	288
Muncie	22,745	289
Lawton	22,697	290
Sheboygan	22,155	291
Texarkana	21,881	292
Glens Falls	21,840	293
Lawrence, Kans.	21,303	294
St. Joseph	20,014	295
Williamsport	19,893	296
Lewiston - Auburn	19,356	297
Laredo	18,843	298
Jacksonville, N.C.	18,347	299
Danville, Va.	18,228	300
Pine Bluff	17,871	301
Bloomington, Ind.	17,781	302
Vineland - Millville - Bridgeton	15,281	303
Kenosha	12,961	304
Elmira	12,271	305
Total Above Areas	**34,613,450**	
Percent of U.S.	**70.0944**	
U.S. Total	**49,381,211**	

Why Centab?

PRICE.

Market Statistics' Centab system is by far the most economical way to purchase the entire range of Census data.

With the Centab system, Market Statistics has organized the Census into unique, formatted files. Each file provides a series of interrelated data, structured for easy use.

Available in both printed and computer processable form, Centab files can describe geographical units as small as a tract, and as large as the entire United States.

Centab Price Schedule

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10,000 and over	1250

*A geographical unit is a (**1**) tract, (**2**) MCD, CCD, (**3**) place, (**4**) county, or (**5**) state

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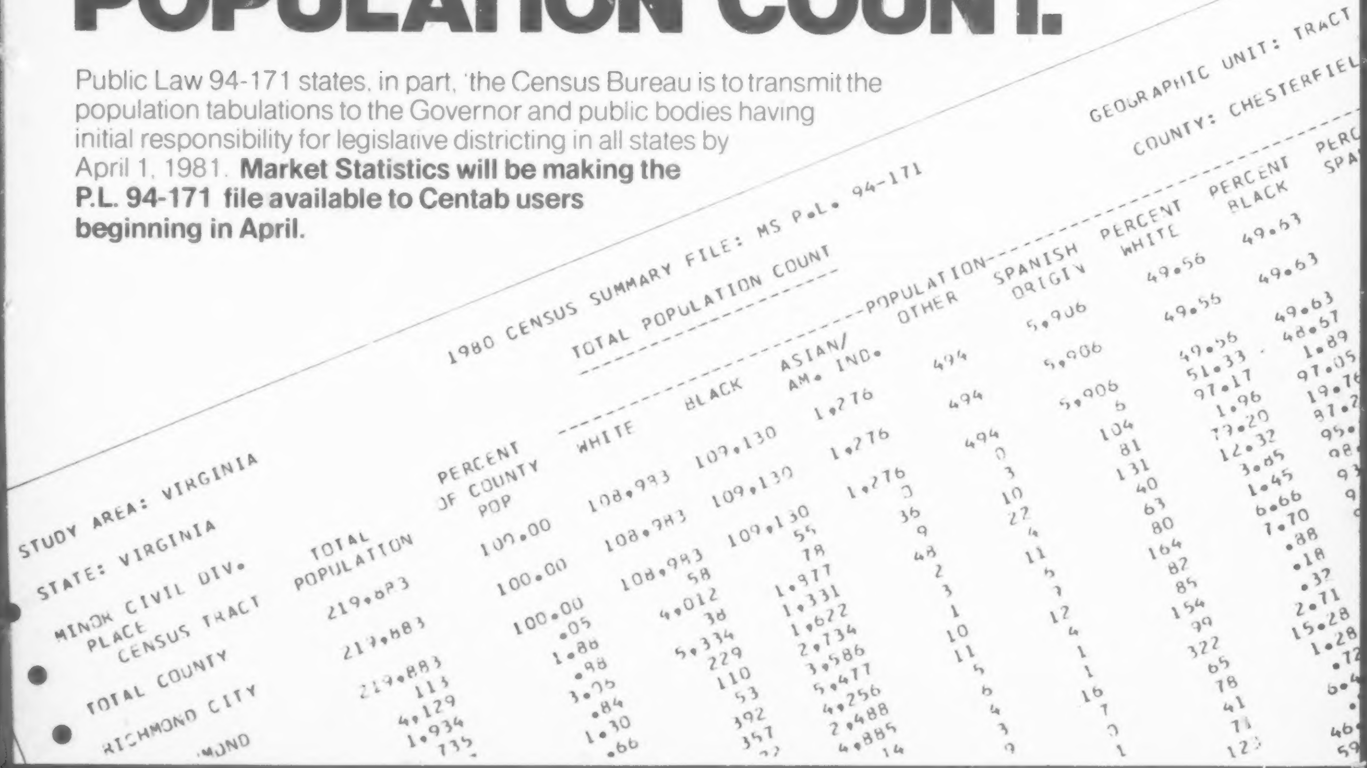
AVAILABILITY: THE FIRST TOTAL POPULATION COUNT.

Public Law 94-171 states, in part, 'the Census Bureau is to transmit the population tabulations to the Governor and public bodies having initial responsibility for legislative districting in all states by April 1, 1981. **Market Statistics will be making the P.L. 94-171 file available to Centab users beginning in April.**



```
                              1980 CENSUS SUMMARY FILE: MS P.L. 94-171                     GEOGRAPHIC UNIT: TRACT
                                   TOTAL POPULATION COUNT                                        COUNTY: CHESTERFIEL
                                   ----------------------
STUDY AREA: VIRGINIA               -------------------------POPULATION------------------------------------------------
                                                                ASIAN/           SPANISH  PERCENT  PERCENT  PERC
                         TOTAL       PERCENT     WHITE     BLACK    AM. IND.  OTHER  ORIGIN   WHITE    BLACK    SPA
                         POPULATION  OF COUNTY
                                     POP
STATE: VIRGINIA          219,883     100.00      108,993   109,130  1,276     494    5,906    49.56    49.63
MINOR CIVIL DIV.         219,883     100.00      108,983   109,130  1,276     494    5,906    49.55    49.63
  PLACE
    CENSUS TRACT
TOTAL COUNTY             219,883     100.00      108,983   109,130  1,276     494    5,906    49.56    49.63
RICHMOND CITY            113         .05         58        55       0         0      5        51.33    48.67
                         4,129       1.88        4,012     78       36        3      104      97.17    1.89
      MOND               1,934       .98         38        1,977    9         10     81       1.96     97.05
                         735         3.05        5,334     1,331    48        22     131      77.20    19.76
                                     .84         229       1,622    2         4      40       12.32    87.2
                                     1.30        110       2,734    3         11     63       3.85     95.
                                     .66         53        3,586    1         5      80       1.45     98.
                                                 392       5,477    10        7      164      6.66     9
                                                 357       4,256    11        12     82       7.70     9
                                                           2,488    5         4      85       .88
                                                           4,885    6         1      154      .18
                                                           14       4         1      99       .32
                                                                    3         16     322      2.71
                                                                    9         7      65       15.28
                                                                              0      78       1.28
                                                                              1      41       .72
                                                                                     71       6.4
                                                                                     123
                                                                                              46
                                                                                              59
```

MARKET STATISTICS

Producers of the Survey of Buying Power
633 Third Avenue, New York, N.Y. 10017
212-986-4800
A Division of Bill Communications

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

Section C

METRO AREA, COUNTY, CITY DATA LISTED BY STATES

Population

Retail Sales

S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								

Effective Buying Income

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	

Caution on population estimates
Population and household estimates in the 1981 *Survey* are not directly comparable with those in previous *Surveys*. The 1981 *Survey* estimates are updates from the 1980 Census of Population whereas, previously, the estimates used the 1970 census as a benchmark. Also, the 1980 census revealed there were 5 million more people in the U.S. than the Census Bureau had previously estimated.

Alabama C-6
Alaska C-10
Arizona C-11
Arkansas C-15
California C-18
Colorado C-36
Connecticut C-38
Delaware C-44
District of Columbia C-44
Florida C-46
Georgia C-60
Hawaii C-66
Idaho C-67
Illinois C-68
Indiana C-77
Iowa C-83
Kansas C-87
Kentucky C-97
Louisiana C-100
Maine C-105
Maryland C-106
Massachusetts C-108
Michigan C-114
Minnesota C-121
Mississippi C-124
Missouri C-127
Montana C-132
Nebraska C-134
Nevada C-137
New Hampshire C-139
New Jersey C-139
New Mexico C-144
New York C-145
North Carolina C-153
North Dakota C-158
Ohio C-160
Oklahoma C-168
Oregon C-171
Pennsylvania C-174
Rhode Island C-184
South Carolina C-186
South Dakota C-189
Tennessee C-191
Texas C-195
Utah C-209
Vermont C-210
Virginia C-211
Washington C-216
West Virginia C-220
Wisconsin C-223
Wyoming C-228

Notes:
All counties are included in *Sales & Marketing Management's 1981 Survey of Buying Power*.
Cities are included if they meet the following criteria:
- Population of 40,000 or more at the time of the 1970 Census of Population
- Central city of a metropolitan market
- Independent city (that is, not within a county).

"Total Metro Counties" line, appearing at the end of each state listing, pertains only to metropolitan counties within the state.

The following symbols are used as indicated:
☐ County within a metropolitan area whose central cities are in another state
• Central city of a metropolitan area.
Blank space in Retail Store columns indicates zero sales.
Boldface lines are metropolitan area and state totals.
Mediumface lines are county and suburban data.
Lightface lines are city data.
Italicized lines indicate metropolitan counties and central cities located in another state.

Alphabetical listing of S&MM's 305 metropolitan markets

The 305 Sales & Marketing Management metropolitan markets (see "Definition of Terms" on page A-37 for definition of criteria) are listed here in alphabetical order. Although the markets appear in alphabetical order in their respective states on the following pages, the complete list is presented here for the convenience of the many readers who use worksheets that list all 305 markets.

S&MM's metro markets, with the exception of New England, follow the classification of Standard Metropolitan Statistical Areas (SMSAs) as designated by the Office of Federal Statistical Policy and Standards (OFSPS), which will be shifted from the U.S. Dept. of Commerce to the Office of Management and Budget later this year. Whereas OFSPS uses cities and towns to define New England metros, S&MM uses counties because, first, more data are available on that basis, and second, marketing executives, in general, use the county unit to design sales territories.

Last month, OFSPS designated 35 new SMSAs as a result of population totals from the 1980 Census of Population and Housing. A list of the new metro areas appears on page A-11. At the same time, OFSPS eliminated Rapid City, SD, from the list of SMSAs, created two new Standard Consolidated Statistical Areas (SCSAs), which include two or more closely related SMSAs, and enlarged two existing SCSAs with the addition of new metro areas. All of these changes have been incorporated in Sections B and C.

Cautionary Note: Eight metro markets, whose central cities are in two different states, are listed in each of their component states. If these markets are used when data from several markets are combined to compute an overall market total, the user should be sure that these particular eight markets are not double-counted. The eight markets and their host states: Clarksville-Hopkinsville, TN-KY; Davenport-Rock Island-Moline, IA-IL; Duluth-Superior, MN-WI; Fargo-Moorhead, ND-MN; Huntington-Ashland, WV-KY; Parkersburg-Marietta, WV-OH; Steubenville-Weirton, OH-WV; and Texarkana, TX-AR.

The area name appears in boldface type. component counties in lightface type.

Abilene, TX — Callahan, Jones, Taylor*

Akron, OH — Portage, Summit*

Albany, GA — Dougherty*, Lee

Albany - Schenectady - Troy, NY — Albany*, Montgomery, Rensselaer*, Saratoga, Schenectady*

Albuquerque, NM — Bernalillo*, Sandoval

Alexandria, LA — Grant, Rapides*

Allentown - Bethlehem - Easton, PA —
  New Jersey Portion — Warren
  Pennsylvania Portion — Carbon, Lehigh*, Northampton*

Altoona, PA — Blair

Amarillo, TX — Potter*, Randall

Anaheim - Santa Ana - Garden Grove, CA — Orange

Anchorage, AK — Anchorage

Anderson, IN — Madison

Anderson, SC — Anderson

Ann Arbor, MI — Washtenaw

Anniston, AL — Calhoun

Appleton - Oshkosh, WI — Calumet, Outagamie*, Winnebago*

Asbury Park, NJ (See Long Branch - Asbury Park)

Asheville, NC — Buncombe*, Madison

Ashland, KY (See Huntington - Ashland)

Athens, GA — Clarke*, Jackson, Madison, Oconee

Atlanta, GA — Butts, Cherokee, Clayton, Cobb, De Kalb, Douglas, Fayette, Forsyth, Fulton*, Gwinnett, Henry, Newton, Paulding, Rockdale, Walton

Atlantic City, NJ — Atlantic

Auburn, ME (See Lewiston - Auburn)

Augusta, GA —
  Georgia Portion — Columbia, Richmond*
  South Carolina Portion — Aiken

Austin, TX — Hays, Travis*, Williamson*

Bakersfield, CA — Kern

Baltimore, MD — Anne Arundel, Baltimore, Baltimore City*, Carroll, Harford, Howard

Bangor, ME — Penobscot

Baton Rouge, LA — Ascension, East Baton Rouge*, Livingston, West Baton Rouge

Battle Creek, MI — Barry, Calhoun*

Bay City, MI — Bay

Beaumont - Port Arthur - Orange, TX — Hardin, Jefferson*, Orange*

Bellingham, WA — Whatcom

Beloit, WI (See Janesville - Beloit)

Benton Harbor, MI — Berrien

Bethlehem, PA (See Allentown - Bethlehem - Easton)

Billings, MT — Yellowstone

---

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

Biloxi - Gulfport, MS — Hancock, Harrison*, Stone

Binghamton, NY —
- **New York Portion** — Broome*, Tioga
- **Pennsylvania Portion** — Susquehanna

Birmingham, AL — Jefferson*, St. Clair, Shelby, Walker

Bismarck, ND — Burleigh*, Morton

Bloomington, IN — Monroe

Bloomington - Normal, IL — McLean

Boca Raton, FL (See West Palm Beach - Boca Raton)

Boise, ID — Ada

Boston - Lowell - Brockton - Lawrence - Haverhill, MA — Essex*, Middlesex*, Norfolk, Plymouth*, Suffolk*

Boulder, CO (See Denver - Boulder)

Bradenton, FL — Manatee

Bremerton, WA — Kitsap

Bridgeport - Stamford - Norwalk - Danbury, CT — Fairfield

Bridgeton, NJ (See Vineland - Millville - Bridgeton)

Bristol, CT (See Hartford - New Britain - Bristol)

Bristol, TN (See Johnson City - Kingsport - Bristol)

Brockton, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Brownsville - Harlingen - San Benito, TX — Cameron

Bryan - College Station, TX — Brazos

Buffalo, NY — Erie*, Niagara

Burlington, NC — Alamance

Burlington, VT — Chittenden

Canton, OH — Carroll, Stark*

Cape Coral, FL — (See Fort Myers - Cape Coral)

Casper, WY — Natrona

Cedar Falls, IA (See Waterloo - Cedar Falls)

Cedar Rapids, IA — Linn

Champaign - Urbana - Rantoul, IL — Champaign

Charleston, WV — Kanawha*, Putnam

Charleston - North Charleston, SC — Berkeley, Charleston*, Dorchester

Charlotte - Gastonia, NC — Gaston*, Mecklenburg*, Union

Charlottesville, VA — Albermarle, Charlottesville*, Fluvanna, Greene

Chattanooga, TN —
- **Georgia Portion** — Catoosa, Dade, Walker
- **Tennessee Portion** — Hamilton*, Marion, Sequatchie

Chicago, IL — Cook*, DuPage, Kane, Lake, McHenry, Will

Chicago - Gary - Kenosha Consolidated Area — Metro Areas: Chicago, Gary - Hammond - East Chicago, Kenosha

Chico, CA — Butte

Chicopee, MA (See Springfield - Chicopee - Holyoke)

Cincinnati, OH —
- **Indiana Portion** — Dearborn
- **Kentucky Portion** — Boone, Campbell, Kenton
- **Ohio Portion** — Clermont, Hamilton*, Warren

Cincinnati - Hamilton Consolidated Area — Metro Areas: Cincinnati, Hamilton - Middletown

Clarksville - Hopkinsville, TN - KY —
- **Kentucky Portion** — Christian*
- **Tennessee Portion** — Montgomery*

Cleveland, OH — Cuyahoga*, Geauga, Lake, Medina

Cleveland - Akron - Lorain Consolidated Area — Metro Areas: Cleveland, Akron, Lorain - Elyria

Clifton, NJ (See Paterson - Clifton - Passaic)

Cocoa, FL (See Melbourne - Titusville - Cocoa)

College Station, TX (See Bryan - College Station)

Colonial Heights, VA (See Petersburg - Colonial Heights - Hopewell)

Colorado Springs, CO — El Paso*, Teller

Columbia, MO — Boone

Columbia, SC — Lexington, Richland*

Columbus, GA —
- **Alabama Portion** — Russell
- **Georgia Portion** — Chattahoochee, Muscogee*

Columbus, OH — Delaware, Fairfield, Franklin*, Madison, Pickaway

Concord, NC (See Salisbury - Concord)

Corpus Christi, TX — Nueces*, San Patricio

Cumberland, MD —
- **Maryland Portion** — Allegany*
- **West Virginia Portion** — Moneral

Dallas - Fort Worth, TX — Collin, Dallas*, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant*, Wise

Danbury, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Danville, VA — Danville*, Pittsylvania

Davenport - Rock Island - Moline, IL - IA —
- **Illinois Portion** — Henry, Rock Island*
- **Iowa Portion** — Scott*

Dayton, OH — Greene, Miami, Montgomery*, Preble

Dayton - Springfield Consolidated Area — Metro Areas: Dayton, Springfield

Daytona Beach, FL — Volusia

Decatur, IL — Macon

Denison, TX (See Sherman - Denison)

Denver - Boulder, CO — Adams, Arapahoe, Boulder*, Denver*, Douglas, Gilpin, Jefferson

Des Moines, IA — Polk*, Warren

Detroit, MI — Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne*

Detroit - Ann Arbor Consolidated Area — Metro Areas: Detroit, Ann Arbor

Dubuque, IA — Dubuque

Duluth - Superior, MN - WI
- **Minnesota Portion** — St. Louis*
- **Wisconsin Portion** — Douglas*

Durham, NC (See Raleigh - Durham)

East Chicago, IN (See Gary - Hammond - East Chicago)

East Lansing, MI (See Lansing - East Lansing)

Easton, PA (See Allentown - Bethlehem - Easton)

Eau Claire, WI — Chippewa, Eau Claire*

Edinburg, TX (See McAllen - Pharr - Edinburg)

Elkhart, IN — Elkhart

Elmira, NY — Chemung

El Paso, TX — El Paso

Elyria, OH (See Lorain - Elyria)

Enid, OK — Garfield

Erie, PA — Erie

Eugene - Springfield, OR — Lane

Evansville, IN —
- **Indiana Portion** — Gibson, Posey, Vanderburgh*, Warrick
- **Kentucky Portion** — Henderson

Everett, WA (See Seattle - Everett)

Fairfield, CA (See Vallejo - Fairfield - Napa)

Fall River, MA (See New Bedford - Fall River)

Fargo - Moorhead, ND - MN —
- **Minnesota Portion** — Clay*
- **North Dakota Portion** — Cass*

Fayetteville, NC — Cumberland

Fayetteville - Springdale, AR — Benton, Washington*

Fitchburg, MA (See Worcester - Fitchburg - Leominster)

Flint, MI — Genesee*, Shiawassee

Florence, AL — Colbert, Lauderdale*

Florence, SC — Florence

Fort Collins, CO — Larimer

Fort Lauderdale - Hollywood, FL — Broward

Fort Myers - Cape Coral, FL — Lee

Fort Smith, AR —
- **Arkansas Portion** — Crawford, Sebastian*
- **Oklahoma Portion** — Le Flore, Sequoyah

Fort Walton Beach, FL — Okaloosa

Fort Wayne, IN — Adams, Allen*, De Kalb, Wells

Fort Worth, TX (See Dallas - Fort Worth)

Fresno, CA — Fresno

Gadsden, AL — Etowah

Gainesville, FL — Alachua

Galveston - Texas City, TX — Galveston

Garden Grove, CA (See Anaheim - Santa Ana - Garden Grove)

Gary - Hammond - East Chicago, IN — Lake*, Porter

Gastonia, NC (See Charlotte - Gastonia)

Glens Falls, NY — Warren*, Washington

Grand Forks, ND —
- **Minnesota Portion** — Polk
- **North Dakota Portion** — Grand Forks*

Grand Rapids, MI — Kent*, Ottawa

Great Falls, MT — Cascade

Greeley, CO — Weld

Green Bay, WI — Brown

Greensboro - Winston - Salem - High Point, NC — Davidson, Forsyth*, Guilford*, Randolph, Stokes, Yadkin

Greenville - Spartanburg, SC — Greenville*, Pickens, Spartanburg*

Gulfport, MS (See Biloxi - Gulfport)

Hagerstown, MD — Washington

Hamilton - Middletown, OH — Butler

Hammond, IN (See Gary - Hammond - East Chicago)

Hampton, VA (See Newport News - Hampton)

Harlingen, TX (See Brownsville - Harlingen - San Benito)

Harrisburg, PA — Cumberland, Dauphin*, Perry

Hartford - New Britain - Bristol, CT — Hartford*, Middlesex, Tolland

Haverhill, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Hazleton, PA (See Northeast Pennsylvania)

Hickory, NC — Alexander, Catawba*

High Point, NC (See Greensboro - Winston - Salem - High Point)

Hollywood, FL (See Fort Lauderdale - Hollywood)

Holyoke, MA (See Springfield - Chicopee - Holyoke)

Honolulu, HA — Honolulu

Hopewell, VA (See Petersburg - Colonial Heights - Hopewell)

Hopkinsville, TN (See Clarksville - Hopkinsville)

Houston, TX — Brazoria, Fort Bend, Harris*, Liberty, Montgomery, Waller

Houston - Galveston Consolidated Area — Metro Areas: Houston, Galveston - Texas City

Huntington - Ashland, WV - KY —
- **Kentucky Portion** — Boyd*, Greenup
- **Ohio Portion** — Lawrence

Ohio Portion — Lawrence
West Virginia Portion — Cabell*, Wayne

Huntsville, AL — Limestone, Madison*, Marshall

Indianapolis, IN — Boone, Hamilton, Hancock, Hendricks, Johnson, Marion*, Morgan, Shelby

Indianapolis - Anderson Consolidated Area — Metro Areas: Indianapolis, Anderson

Iowa City, IA — Johnson

Jackson, MI — Jackson

Jackson, MS — Hinds*, Rankin

Jacksonville, FL — Baker, Clay, Duval*, Nassau, St. Johns

Jacksonville, NC — Onslow

Janesville - Beloit, WI — Rock

Jersey City, NJ — Hudson

Johnson City - Kingsport - Bristol, TN-VA —
Tennessee Portion — Carter, Hawkins, Sullivan*, Unicoi, Washington*
Virginia Portion — Bristol,* Scott, Washington

Johnstown, PA — Cambria*, Somerset

Joplin, MO — Jasper*, Newton

Kalamazoo - Portage, MI — Kalamazoo*, Van Buren

Kankakee, IL — Kankakee

Kansas City, MO —
Kansas Portion — Johnson, Wyandotte
Missouri Portion — Cass, Clay, Jackson*, Platte, Ray

Kennewick, WA (See Richland - Kennewick - Pasco)

Kenosha, WI — Kenosha

Killeen - Temple, TX — Bell*, Coryell

Kingsport, TN (See Johnson City - Kingsport - Bristol)

Knoxville, TN — Anderson, Blount, Knox*, Union

Kokomo, IN — Howard*, Tipton

La Crosse WI — La Crosse

Lafayette, LA — Lafayette

Lafayette - West Lafayette, IN — Tippecanoe

Lake Charles, LA — Calcasieu

Lakeland - Winter Haven, FL — Polk

Lancaster, PA — Lancaster

Lansing - East Lansing, MI — Clinton, Eaton, Ingham*, Ionia

Laredo, TX — Webb

Las Cruces, NM — Dona Ana

Las Vegas, NV — Clark

Lawrence, KS — Douglas

Lawrence, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lawton, OK — Comanche

Leominster, MA (See Worcester - Fitchburg - Leominster)

Lewiston - Auburn, ME — Androscoggin

Lexington - Fayette, KY — Bourbon, Clark, Fayette*, Jessamine, Scott, Woodford

Lima, OH — Allen*, Auglaize, Putnam, VanWert

Lincoln, NB — Lancaster

Little Rock - North Little Rock, AR — Pulaski*, Saline

Lompoc, CA (See Santa Barbara - Santa Maria - Lompoc)

Long Beach, CA (See Los Angeles - Long Beach)

Long Branch - Asbury Park, NJ — Monmouth

Longview - Marshall, TX — Gregg*, Harrison*

Lorain - Elyria, OH — Lorain

Los Angeles - Long Beach, CA — Los Angeles

Los Angeles - Long Beach - Anaheim Consolidated Area — Metro Areas: Los Angeles - Long Beach, Anaheim - Santa Ana - Garden Grove, Oxnard - Simi Valley - Ventura, Riverside - San Bernardino - Ontario

Louisville, KY —
Indiana Portion — Clark, Floyd
Kentucky Portion — Bullitt, Jefferson*, Oldham

Lowell, MA (See Boston - Lowell - Brockton - Lawrence - Haverhill)

Lubbock, TX — Lubbock

Lynchburg, VA — Amherst, Appomattox, Campbell, Lynchburg*

McAllen - Pharr - Edinburg, TX — Hidalgo

Macon, GA — Bibb*, Houston, Jones, Twiggs

Madison, WI — Dane

Manchester - Nashua, NH — Hillsborough

Mansfield, OH — Richland

Marietta, OH (See Parkersburg - Marietta)

Marshall, TX (See Longview - Marshall)

Medford, OR — Jackson

Melbourne - Titusville - Cocoa, FL — Brevard

Memphis, TN —
Arkansas Portion — Crittenden
Mississippi Portion — DeSoto
Tennessee Portion — Shelby*, Tipton

Meriden, CT (See New Haven - West Haven - Waterbury - Meriden)

Miami, FL — Dade

Miami - Fort Lauderdale Consolidated Area — Metro Areas: Miami, Fort Lauderdale - Hollywood

Middletown, NY (See Newburgh - Middletown)

Middletown, OH (See Hamilton - Middletown)

Midland, TX — Midland

Millville, NJ (See Vineland - Millville - Bridgeton)

Milwaukee, WI — Milwaukee*, Ozaukee, Washington, Waukesha

Milwaukee - Racine Consolidated Area — Metro Areas: Milwaukee, Racine

Minneapolis - St. Paul, MN —
Minnesota Portion — Anoka, Carver, Chisago, Dakota, Hennepin*, Ramsey*, Scott, Washington, Wright
Wisconsin Portion — St. Croix

Mobile, AL — Baldwin, Mobile*

Modesto, CA — Stanislaus

Moline, IL (See Davenport - Rock Island - Moline)

Monroe, LA — Ouachita

Monterey, CA (See Salinas - Seaside - Monterey)

Montgomery, AL — Autauga, Elmore, Montgomery*

Moorhead, MN (See Fargo - Moorhead)

Moss Point, MS (See Pascagoula - Moss Point)

Muncie, IN — Delaware

Muskegon - Norton Shores - Muskegon Heights, MI — Muskegon*, Oceana

Napa, CA (See Vallejo - Fairfield - Napa)

Nashua, NH (See Manchester - Nashua)

Nashville - Davidson, TN — Cheatham, Davidson*, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson

Nassau - Suffolk, NY — Nassau, Suffolk (no central city)

Newark, NJ — Essex*, Morris, Somerset, Union

Newark, OH — Licking

New Bedford - Fall River, MA — Bristol

New Britain, CT (See Hartford - New Britain - Bristol)

New Brunswick - Perth Amboy - Sayreville, NJ — Middlesex

Newburgh - Middletown, NY — Orange

New Haven - West Haven - Waterbury - Meriden, CT — New Haven

New London - Norwich, CT — New London

New Orleans, LA — Jefferson, Orleans*, St. Bernard, St. Tammany

Newport News - Hampton, VA — Gloucester, Hampton*, James City, Newport News*, Poquoson, Williamsburg, York

New York, NY —
New Jersey Portion — Bergen
New York Portion — Bronx*, Kings*, New York*, Putnam, Queens*, Richmond*, Rockland, Westchester

New York - Newark - Jersey City - Bridgeport Consolidated Area — Metro Areas: New York, Newark (NJ), Jersey City, Bridgeport - Stamford - Norwalk - Danbury, Long Branch - Asbury Park, Nassau - Suffolk, New Brunswick - Perth Amboy - Sayreville, Paterson - Clifton - Passaic

Norfolk - Virginia Beach - Portsmouth, VA —
North Carolina Portion — Currituck
Virginia Portion — Chesapeake, Norfolk*, Portsmouth*, Suffolk, Virginia Beach*

Normal, IL (see Bloomington - Normal)

North Charleston, SC (See Charleston - North Charleston)

North Little Rock, AR (See Little Rock - North Little Rock)

Northeast Pennsylvania — Lackawanna*, Luzerne*, Monroe

Norton Shores, MI (See Muskegon - Norton Shores - Muskegon Heights)

Norwalk, CT (See Bridgeport - Stamford - Norwalk - Danbury)

Norwich, CT (See New London - Norwich)

Oakland, CA — (See San Francisco - Oakland)

Ocala, FL — Marion

Odessa, TX — Ector

Ogden, UT (See Salt Lake City - Ogden)

Oklahoma City, OK — Canadian, Cleveland, McClain, Oklahoma*, Pottawatomie

Olympia, WA — Thurston

Omaha, NB —
Iowa Portion — Pottawatamie
Nebraska Portion — Douglas*, Sarpy

Ontario, CA (See Riverside - San Bernardino - Ontario)

Orange, TX (See Beaumont - Port Arthur - Orange)

Orem, UT (See Provo - Orem)

Orlando, FL — Orange*, Osceola, Seminole

Oshkosh, WI (See Appleton - Oshkosh)

Owensboro, KY — Daviess

Oxnard - Simi Valley - Ventura, CA — Ventura

Panama City, FL — Bay

Parkersburg - Marietta, WV - OH —
Ohio Portion — Washington*
West Virginia Portion — Wirt, Wood*

Pascagoula - Moss Point, MS — Jackson

Pasco, WA (See Richland - Kennewick - Pasco)

Paterson - Clifton - Passaic, NJ — Passaic

Pawtucket, RI (See Providence - Warwick - Pawtucket)

Pensacola, FL — Escambia*, Santa Rosa

Peoria, IL — Peoria*, Tazewell, Woodford

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*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

- **Perth Amboy, NJ** (See New Brunswick - Perth Amboy - Sayreville)
- **Petersburg - Colonial Heights - Hopewell, VA** — Colonial Heights*, Dinwiddie, Hopewell*, Petersburg*, Prince George
- **Pharr, TX** (See McAllen - Pharr - Edinburg)
- **Philadelphia, PA** —
  - **New Jersey Portion** — Burlington, Camden, Gloucester
  - **Pennsylvania Portion** — Bucks, Chester, Delaware, Montgomery, Philadelphia*
- **Philadelphia - Wilmington - Trenton Consolidated Area** — Metro Areas: Philadelphia, Wilmington (DE), Trenton
- **Phoenix, AZ** — Maricopa
- **Pine Bluff, AR** — Jefferson
- **Pittsburgh, PA** — Allegheny*, Beaver, Washington, Westmoreland
- **Pittsfield, MA** — Berkshire
- **Portage, MI** (See Kalamazoo - Portage)
- **Port Arthur, TX** (See Beaumont - Port Arthur - Orange)
- **Portland, ME** — Cumberland*, Sagadahoc
- **Portland, OR** —
  - **Oregon Portion** — Clackamas, Multnomah*, Washington
  - **Washington Portion** — Clark
- **Portsmouth, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Portsmouth - Dover - Rochester, NH** —
  - **Maine Portion** — York
  - **New Hampshire Portion** — Rockingham*, Strafford*
- **Poughkeepsie, NY** — Dutchess
- **Providence - Warwick - Pawtucket, RI** — Bristol, Kent* Providence*, Washington
- **Provo - Orem, UT** — Utah
- **Pueblo, CO** — Pueblo
- **Racine, WI** — Racine
- **Raleigh - Durham, NC** — Durham*, Orange, Wake*
- **Rantoul, IL** (See Champaign - Urbana - Rantoul)
- **Reading, PA** — Berks
- **Redding, CA** — Shasta
- **Reno, NV** — Washoe
- **Richland - Kennewick - Pasco, WA** — Benton*, Franklin*
- **Richmond, VA** — Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, Powhatan, Richmond City*
- **Riverside - San Bernardino - Ontario, CA** — Riverside*, San Bernardino*
- **Roanoke VA** — Botetourt, Craig, Roanoke, Roanoke City*, Salem
- **Rochester, MN** — Olmsted
- **Rochester, NY** — Livingston, Monroe*, Ontario, Orleans, Wayne
- **Rockford, IL** — Boone, Winnebago*
- **Rock Hill, SC** — York
- **Rock Island, IL** (See Davenport - Rock Island - Moline)
- **Rome, NY** (See Utica - Rome)
- **Sacramento, CA** — Placer, Sacramento*, Yolo
- **Saginaw, MI** — Saginaw
- **St. Cloud, MN** — Benton, Sherburne, Stearns*
- **St. Joseph, MO** — Andrew, Buchanan*
- **St. Louis, MO** —
  - **Illinois Portion** — Clinton, Madison, Monroe, St. Clair
  - **Missouri Portion** — Franklin, Jefferson, St. Charles, St. Louis, St. Louis City*
- **St. Paul, MN** (See Minneapolis - St. Paul)
- **St. Petersburg, FL** (See Tampa - St. Petersburg)
- **Salem, OR** — Marion*, Polk
- **Salinas - Seaside - Monterey, CA** — Monterey
- **Salisbury - Concord, NC** — Cabarrus*, Rowan*
- **Salt Lake City - Ogden, UT** — Davis, Salt Lake*, Tooele, Weber*
- **San Angelo, TX** — Tom Green
- **San Antonio, TX** — Bexar*, Comal, Guadalupe
- **San Benito, TX** (See Brownsville - Harlingen - San Benito)
- **San Bernardino, CA** (See Riverside - San Bernardino - Ontario)
- **San Diego, CA** — San Diego
- **San Francisco - Oakland, CA** — Alameda*, Contra Costa, Marin, San Francisco*, San Mateo
- **San Francisco - Oakland - San Jose Consolidated Area** — Metro Areas: San Francisco - Oakland, San Jose, Santa Rosa, Vallejo - Fairfield - Napa
- **San Jose, CA** — Santa Clara
- **Santa Ana, CA** (See Anaheim - Santa Ana - Garden Grove)
- **Santa Barbara - Santa Maria - Lompoc, CA** — Santa Barbara
- **Santa Cruz, CA** — Santa Cruz
- **Santa Maria, CA** (See Santa Barbara - Santa Maria - Lompoc)
- **Santa Rosa, CA** — Sonoma
- **Sarasota, FL** — Sarasota
- **Savannah, GA** — Bryan, Chatham*, Effingham
- **Sayreville, NJ** (See New Brunswick - Perth Amboy - Sayreville)
- **Schnectady, NY** (See Albany - Schenectady - Troy)
- **Scranton, PA** (See Northeast Pennsylvania)
- **Seaside, CA** (See Salinas - Seaside - Monterey)
- **Seattle - Everett, WA** — King*, Snohomish
- **Seattle - Tacoma Consolidated Area** — Metro Areas: Seattle - Everett, Tacoma
- **Sharon, PA** — Mercer
- **Sheboygan, WI** — Sheboygan
- **Sherman - Denison, TX** — Grayson
- **Shreveport, LA** — Bossier, Caddo*, Webster
- **Simi Valley, CA** (See Oxnard - Simi Valley - Ventura)
- **Sioux City, IA** —
  - **Iowa Portion** — Woodbury*
  - **Nebraska Portion** — Dakota
- **Sioux Falls, SD** — Minnehaha
- **South Bend, IN** — Marshall, St. Joseph*
- **Spartanburg, SC** (See Greenville - Spartanburg)
- **Spokane, WA** — Spokane
- **Springdale, AR** (See Fayetteville - Springdale)
- **Springfield, IL** — Menard, Sangamon*
- **Springfield, MO** — Christian, Greene*
- **Springfield, OH** — Champaign, Clark*
- **Springfield, OR** (See Eugene - Springfield)
- **Springfield - Chicopee - Holyoke, MA** — Hampden*, Hampshire
- **Stamford, CT** (See Bridgeport - Stamford - Norwalk - Danbury)
- **State College, PA** — Centre
- **Steubenville - Weirton, OH - WV** —
  - **Ohio Portion** — Jefferson*
  - **West Virginia Portion** — Brooke, Hancock*
- **Stockton, CA** — San Joaquin
- **Superior, WI** (See Duluth - Superior)
- **Syracuse, NY** — Madison, Onondaga*, Oswego
- **Tacoma, WA** — Pierce
- **Tallahassee, FL** — Leon*, Wakulla*
- **Tampa - St. Petersburg, FL** — Hillsborough*, Pasco, Pinellas*
- **Temple, TX** (See Killeen - Temple)
- **Terre Haute, IN** — Clay, Sullivan, Vermillion, Vigo*
- **Texarkana, TX - AR** —
  - **Arkansas Portion** — Little River, Miller*
  - **Texas Portion** — Bowie*
- **Texas City, TX** (See Galveston - Texas City)
- **Titusville, FL** (See Melbourne - Titusville - Cocoa)
- **Toledo, OH** —
  - **Michigan Portion** — Monroe
  - **Ohio Portion** — Fulton, Lucas*, Ottawa, Wood
- **Topeka, KS** — Jefferson, Osage, Shawnee*
- **Trenton, NJ** — Mercer
- **Troy, NY** (See Albany - Schenectady - Troy)
- **Tucson, AZ** — Pima
- **Tulsa, OK** — Creek, Mays, Osage, Rogers, Tulsa*, Wagoner
- **Tuscaloosa, AL** — Tuscaloosa
- **Tyler, TX** — Smith
- **Urbana, IL** (See Champaign - Urbana - Rantoul)
- **Utica - Rome, NY** — Herkimer, Oneida*
- **Vallejo - Fairfield - Napa, CA** — Napa*, Solano*
- **Ventura, CA** (See Oxnard - Simi Valley - Ventura)
- **Victoria, TX** — Victoria
- **Vineland - Millville - Bridgeton, NJ** — Cumberland
- **Virginia Beach, VA** (See Norfolk - Virginia Beach - Portsmouth)
- **Visalia - Tulare - Porterville, CA** — Tulare
- **Waco, TX** — McLennan
- **Warren, OH** (See Youngstown - Warren)
- **Warwick, RI** (See Providence - Warwick - Pawtucket)
- **Washington, DC** —
  - **District of Columbia Portion** — District of Columbia*
  - **Maryland Portion** — Charles, Montgomery, Prince Georges
  - **Virginia Portion** — Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, Prince William
- **Waterbury, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **Waterloo - Cedar Falls, IA** — Black Hawk
- **Wausau, WI** — Marathon
- **Weirton, OH** (See Steubenville - Weirton)
- **West Haven, CT** (See New Haven - West Haven - Waterbury - Meriden)
- **West Lafayette, IN** (See Lafayette - West Lafayette)
- **West Palm Beach - Boca Raton, FL** — Palm Beach
- **Wheeling, WV** —
  - **Ohio Portion** — Belmont
  - **West Virginia Portion** — Marshall, Ohio*
- **Wichita, KS** — Butler, Sedgwick*
- **Wichita, Falls, TX** — Clay, Wichita*
- **Wilkes-Barre, PA** (See Northeast Pennsylvania)
- **Williamsport, PA** — Lycoming
- **Wilmington, DE** —
  - **Delaware Portion** — New Castle*
  - **Maryland Portion** — Cecil
  - **New Jersey Portion** — Salem
- **Wilmington, NC** — Brunswick, New Hanover*
- **Winston - Salem, NC** (See Greensboro - Winston - Salem - High Point)
- **Winter Haven, FL** (See Lakeland - Winter Haven)
- **Worcester - Fitchburg - Leominster, MA** — Worcester
- **Yakima, WA** — Yakima
- **York, PA** — Adams, York*
- **Youngstown - Warren, OH** — Mahoning*, Trumbull*
- **Yuba City, CA** — Sutter*, Yuba

ALABAMA

ALA.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP
1980

METRO AREA County City	Total Population (Thousands)	% Of U S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANNISTON	**117.8**	**.0515**	**28.0**	**17.2**	**15.4**	**16.2**	**23.0**	**40.2**	**437,076**	**123,730**	**36,544**	**55,023**	**18,471**	**72,481**	**13,917**
Calhoun	117.8	.0515	28.0	17.2	15.4	16.2	23.0	40.2	437,076	123,730	36,544	55,023	18,471	72,481	13,917
• Anniston	29.4	.0129	32.6	10.6	12.8	17.0	30.0	11.1	284,113	85,176	17,880	28,773	10,108	64,291	8,668
SUBURBAN TOTAL	88.4	.0386	26.8	19.3	16.3	16.0	20.6	29.1	152,963	38,554	18,664	26,250	8,363	8,190	5,249
BIRMINGHAM	**853.1**	**.3733**	**31.0**	**12.3**	**15.6**	**17.1**	**26.7**	**308.9**	**3,791,865**	**861,430**	**278,362**	**509,848**	**182,574**	**724,505**	**128,008**
Jefferson	672.9	.2945	31.4	12.3	15.4	17.3	27.1	247.6	3,259,079	696,643	254,641	487,002	164,984	606,019	107,634
• Birmingham	283.0	.1239	32.3	13.1	14.4	16.1	30.0	110.1	1,516,043	252,782	134,769	203,875	97,630	340,738	44,149
St. Clair	42.2	.0184	30.0	11.6	15.8	15.8	26.3	14.3	91,394	32,114	4,364	5,008	1,591	23,085	3,687
Shelby	68.5	.0300	28.0	13.6	18.0	17.3	20.0	22.7	189,076	67,532	8,178	5,244	5,554	33,587	7,236
Walker	69.5	.0304	31.4	11.5	14.8	15.9	28.8	24.3	252,316	65,141	11,179	12,594	10,445	61,814	9,451
SUBURBAN TOTAL	570.1	.2494	30.4	11.9	16.1	17.5	25.1	198.8	2,275,822	608,648	143,593	305,973	84,944	383,767	83,859
FLORENCE	**136.2**	**.0596**	**30.8**	**12.6**	**16.3**	**17.4**	**25.8**	**48.3**	**531,363**	**141,069**	**30,845**	**81,764**	**22,326**	**91,234**	**13,105**
Colbert	54.8	.0240	31.0	11.8	16.4	17.6	25.9	19.5	265,810	72,652	14,746	39,193	5,965	40,106	5,099
Lauderdale	81.4	.0356	30.7	13.2	16.4	17.2	25.7	28.8	265,553	68,417	16,099	42,571	16,361	51,128	8,006
• Florence	37.2	.0163	30.6	14.8	14.9	17.9	25.6	13.5	231,140	56,381	15,047	42,347	15,465	42,747	5,771
SUBURBAN TOTAL	99.0	.0433	30.9	11.8	17.0	17.2	25.8	34.8	300,223	84,688	15,798	39,417	6,861	48,487	7,334
GADSDEN	**103.6**	**.0453**	**32.3**	**11.8**	**14.7**	**17.3**	**28.7**	**37.4**	**399,815**	**87,905**	**28,574**	**66,439**	**21,084**	**61,912**	**12,295**
Etowah	103.6	.0453	32.3	11.8	14.7	17.3	28.7	37.4	399,815	87,905	28,574	66,439	21,084	61,912	12,295
• Gadsden	46.9	.0205	32.8	12.1	14.2	16.6	30.4	17.6	315,653	59,032	21,003	55,346	17,555	58,553	10,384
SUBURBAN TOTAL	56.7	.0248	31.8	11.6	15.1	17.9	27.3	19.8	84,162	28,873	7,571	11,093	3,529	3,359	1,911
HUNTSVILLE	**310.1**	**.1357**	**28.9**	**13.3**	**19.3**	**18.7**	**19.5**	**107.9**	**1,207,001**	**280,104**	**93,575**	**162,717**	**48,413**	**237,091**	**30,584**
Limestone	46.3	.0202	29.4	13.0	17.4	16.5	23.7	15.6	122,399	40,120	5,283	9,084	5,265	18,141	4,608
Madison	197.4	.0864	28.2	13.9	20.8	19.7	16.1	68.3	791,272	152,005	75,940	132,764	34,383	130,006	19,707
• Huntsville	142.6	.0624	28.8	11.6	21.7	21.2	15.4	51.3	746,775	136,143	72,426	132,108	32,879	126,328	18,983
Marshall	66.4	.0291	31.3	11.4	16.4	17.1	26.9	24.0	293,330	87,979	12,352	20,869	8,765	88,944	6,269
SUBURBAN TOTAL	167.5	.0733	29.0	14.6	17.5	16.6	23.0	56.6	460,226	143,961	21,149	30,609	15,534	110,563	11,601
MOBILE	**447.8**	**.1959**	**28.5**	**12.4**	**15.7**	**16.2**	**23.6**	**153.4**	**1,794,542**	**398,228**	**126,334**	**302,428**	**77,624**	**286,707**	**66,143**
Baldwin	79.9	.0349	30.4	11.0	14.7	15.7	27.5	27.5	293,772	79,721	18,391	19,669	11,436	38,370	10,113
Mobile	367.9	.1610	28.1	12.7	15.9	16.3	22.8	125.9	1,500,770	318,507	107,943	282,759	66,188	248,337	56,030
• Mobile	200.8	.0879	28.9	12.7	15.6	16.2	24.3	71.7	1,118,908	170,031	84,103	263,172	55,974	228,797	35,612
Prichard	39.3	.0172	25.8	14.2	14.9	14.1	22.2	12.6	65,762	16,103	2,930	2,850	3,590	3,983	1,364
SUBURBAN TOTAL	247.0	.1080	28.2	12.1	15.8	16.2	23.1	81.7	675,634	228,197	42,231	39,256	21,650	57,910	30,531

ALABAMA'S SECOND LARGEST...

MOBILE

After Birmingham . . . MOBILE RANKS FIRST in Alabama in:

POPULATION 447,800
HOUSEHOLDS 153,400
EBI $2,900,411,000
TOTAL RETAIL SALES $1,794,542,000

Source: © 1981 Survey of Buying Power

Press Register

represented by Newhouse Newspapers

ALA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MONTGOMERY	**276.0**	**.1209**	**29.3**	**12.5**	**15.8**	**16.6**	**24.4**	**94.9**	**1,109,296**	**222,708**	**93,635**	**187,397**	**42,241**	**186,671**	**26,736**
Autauga	32.8	.0144	28.3	10.7	17.6	16.5	21.7	10.5	80,055	22,594	5,804	9,461	1,150	13,390	3,371
Elmore	44.1	.0193	30.2	11.9	15.0	15.2	27.6	14.4	88,851	36,196	2,667	3,018	4,827	9,554	3,550
Montgomery	199.1	.0872	29.3	12.9	15.7	16.9	24.1	70.0	940,390	163,918	85,164	174,918	36,264	163,727	19,815
• Montgomery	180.9	.0792	30.2	12.8	14.6	17.5	25.5	64.4	897,638	155,919	83,393	174,424	27,112	162,205	19,815
SUBURBAN TOTAL	95.1	.0417	27.9	12.0	18.3	14.8	22.2	30.5	211,658	66,789	10,242	12,973	15,129	24,466	6,921
TUSCALOOSA	**139.3**	**.0609**	**27.3**	**18.8**	**15.2**	**15.6**	**22.8**	**48.0**	**514,485**	**111,643**	**40,722**	**80,933**	**21,392**	**77,109**	**15,570**
Tuscaloosa	139.3	.0609	27.3	18.8	15.2	15.6	22.8	48.0	514,485	111,643	40,722	80,933	21,392	77,109	15,570
• Tuscaloosa	75.9	.0332	26.7	23.3	14.6	14.7	23.2	26.0	369,957	59,873	34,790	46,942	18,178	61,710	11,358
SUBURBAN TOTAL	63.4	.0277	28.0	13.4	15.7	16.7	22.4	22.0	144,528	51,770	5,932	33,991	3,214	15,399	4,212
OTHER COUNTIES															
Barbour	24.9	.0109	30.5	12.0	12.7	14.9	29.4	8.5	69,821	20,183	3,127	8,208	2,392	11,752	3,165
Bibb	15.8	.0069	30.6	11.4	14.3	14.3	29.4	5.3	27,790	9,043	1,537	1,391	618	8,640	1,055
Blount	37.2	.0163	32.2	11.2	16.0	16.2	29.3	13.0	74,027	18,584	5,840	2,462	2,391	17,322	2,305
Bullock	10.5	.0046	28.7	10.9	11.7	12.2	30.3	3.5	27,842	10,026	475	2,916	419	2,349	631
Butler	21.6	.0095	32.1	11.0	12.4	14.2	32.2	7.5	65,556	25,327	3,363	4,519	2,560	4,996	2,786
Chambers	39.3	.0172	32.3	11.4	14.0	15.4	30.9	13.7	111,603	39,666	6,763	8,336	4,181	12,573	4,743
Cherokee	19.0	.0083	32.1	12.2	15.7	16.6	28.8	6.6	54,179	18,387	1,746	2,120	518	10,539	2,190
Chilton	31.0	.0136	32.1	11.4	14.4	15.4	30.4	11.0	76,754	30,989	3,242	2,292	3,729	10,573	3,175
Choctaw	16.8	.0074	28.8	11.8	15.1	14.2	26.5	5.5	41,480	12,730	5,865	1,519	809	6,268	934
Clarke	27.7	.0121	28.8	11.1	15.4	14.2	26.3	9.0	105,332	32,849	5,376	9,204	6,549	15,748	4,175
Clay	13.8	.0060	33.0	10.6	14.1	14.4	32.7	4.8	28,096	9,713	1,380	1,828	448	3,546	1,150
Cleburne	12.7	.0056	31.6	11.6	17.2	15.9	28.3	4.5	22,980	6,413	1,770	1,436	90	6,221	1,550
Coffee	38.7	.0169	28.9	14.1	16.8	15.9	23.8	13.6	143,378	33,771	5,422	11,122	7,060	36,493	4,679
Conecuh	15.9	.0069	32.4	10.7	11.6	13.3	33.6	5.5	27,248	10,556	290	1,393	107	4,038	580
Coosa	11.4	.0050	32.2	11.6	13.9	15.8	30.3	4.0	7,289	2,626	133	45	28	327	355
Covington	37.1	.0163	34.3	10.3	13.4	15.9	33.2	14.0	125,924	41,596	5,199	9,006	5,452	20,432	5,398
Crenshaw	14.2	.0062	34.2	11.1	12.2	14.2	34.8	5.1	26,929	9,163	551	1,298	627	4,665	865
Cullman	63.2	.0276	31.5	12.3	15.8	16.5	27.9	22.5	230,703	67,070	9,101	10,519	9,985	39,666	6,001
Dale	47.5	.0208	22.9	27.3	15.2	12.7	14.1	15.2	93,689	30,885	7,652	6,205	1,282	11,017	2,069
Dallas	53.7	.0235	26.5	12.9	14.3	13.6	24.3	17.7	192,478	53,179	9,317	20,309	10,451	32,295	6,158
De Kalb	54.5	.0239	32.6	11.2	14.9	16.0	30.4	19.7	151,694	41,672	3,964	5,024	7,939	43,759	6,462
Escambia	38.6	.0169	29.7	11.6	16.1	15.6	25.9	12.8	121,499	32,839	5,733	14,486	6,661	16,826	5,205
Fayette	19.0	.0083	33.9	10.8	14.8	15.5	33.0	6.8	56,823	20,856	1,413	2,497	1,580	9,593	2,273
Franklin	28.6	.0126	32.1	11.5	15.5	16.5	28.9	10.4	94,044	24,173	3,339	4,835	4,231	20,627	3,368

Alabama's third largest market

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	853,100	$6,304,029,000	$3,791,865,000
2	MOBILE	447,800	2,900,411,000	1,794,542,000
3	HUNTSVILLE	310,100	2,249,416,000	1,207,001,000
4	MONTGOMERY	276,000	1,985,682,000	1,109,296,000

Source:©1981 Survey of Buying Power

Huntsville
Huntsville Times & News
Represented by Newhouse Newspapers.

ALA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Geneva	24.4	.0106	32.7	11.5	14.8	15.5	31.2	8.7	53,361	22,967	740	[illegible],196	1,449	7,545	1,886
Greene	11.0	.0048	30.4	9.7	10.6	12.2	33.0	3.5	23,131	6,488	888	2,242	288	5,527	632
Hale	15.6	.0069	30.0	10.0	10.3	13.4	31.4	4.9	22,150	9,879	374	1,404	172	4,167	699
Henry	15.4	.0067	31.3	11.8	12.4	14.5	30.9	5.4	37,921	12,445	1,298	2,603	1,282	3,049	997
Houston	76.0	.0333	29.5	11.5	16.4	16.6	24.3	26.9	372,915	78,397	25,114	71,328	22,198	73,101	7,144
Jackson	52.3	.0229	30.0	11.9	16.2	15.8	26.1	18.2	159,066	51,326	6,724	16,657	8,123	29,338	4,667
Lamar	16.6	.0072	33.3	11.1	14.9	15.3	32.1	5.9	39,140	14,653	728	2,067	1,193	6,374	1,839
Lawrence	30.3	.0133	28.8	12.6	16.7	15.2	24.5	10.0	44,190	18,737	1,158	1,516	2,272	3,890	2,107
Lee	77.4	.0339	24.5	25.1	16.5	13.5	18.2	27.8	280,464	60,207	20,980	44,982	12,075	54,847	7,312
Lowndes	13.3	.0059	24.0	11.9	11.5	11.3	25.5	3.8	24,034	8,192	779	1,573	88	2,638	316
Macon	27.0	.0118	27.1	18.2	12.0	12.5	28.0	8.4	42,357	16,404	2,367	1,009	1,307	4,521	2,682
Marengo	25.1	.0110	29.3	10.3	13.2	14.2	28.3	8.2	71,383	26,188	2,342	6,107	3,144	8,755	2,073
Marion	30.5	.0133	32.5	11.7	15.6	15.9	30.2	11.0	67,189	22,621	3,421	3,537	2,780	11,232	5,060
Monroe	22.8	.0099	29.4	10.7	13.5	14.1	28.4	7.4	52,046	16,639	1,804	5,867	1,878	6,668	1,930
Morgan	91.1	.0398	29.6	12.1	18.3	17.4	22.6	32.0	298,937	66,392	20,609	26,382	17,964	58,215	9,811
Perry	15.0	.0066	29.0	13.0	11.3	12.5	30.7	4.6	23,610	7,664	839	1,344	604	3,774	1,074
Pickens	21.6	.0095	31.7	10.2	13.4	14.6	30.9	7.1	47,672	22,219	864	2,635	1,742	6,547	1,273
Pike	28.3	.0124	27.7	18.9	12.6	13.0	27.8	9.7	88,458	26,045	6,055	8,220	1,776	18,499	3,048
Randolph	20.2	.0088	33.8	10.3	13.1	15.5	32.8	7.1	44,831	14,116	1,289	4,013	1,577	8,221	2,158
☐ Russell	47.5	.0208	28.3	13.0	15.4	16.1	23.7	16.5	112,170	34,485	8,433	12,617	1,807	13,443	4,619
Sumter	16.9	.0074	26.8	14.8	10.5	11.7	29.7	5.3	39,719	11,957	1,348	3,338	1,297	3,660	1,232
Talladega	74.3	.0325	28.6	12.1	14.5	15.8	25.0	24.5	208,932	72,777	13,656	21,421	7,559	32,882	10,940
Tallapoosa	38.9	.0171	31.7	11.6	14.5	15.8	29.4	13.5	113,968	40,859	5,163	10,113	6,418	16,409	4,281
Washington	16.9	.0074	27.6	12.3	16.1	13.9	24.2	5.4	23,246	7,521	792	928	510	2,976	979
Wilcox	14.6	.0064	26.3	11.5	11.1	12.3	28.1	4.4	25,521	9,085	937	1,996	358	3,080	569
Winston	22.3	.0098	30.9	11.6	16.6	16.4	26.9	7.9	67,763	20,521	1,946	5,914	1,919	11,420	1,933
TOTAL METRO COUNTIES	**2,431.4**	**1.0639**	**29.7**	**13.1**	**16.0**	**16.9**	**24.6**	**855.5**	**9,897,613**	**2,261,302**	**737,024**	**1,459,166**	**435,932**	**1,751,153**	**310,977**
TOTAL STATE	**3,921.9**	**1.7164**	**29.7**	**13.1**	**15.6**	**16.2**	**25.5**	**1,367.3**	**14,146,775**	**3,527,897**	**951,837**	**1,845,528**	**616,012**	**2,488,753**	**458,891**

ALA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANNISTON	**661,963**	**13,989**	**6.7**	**19.5**	**30.1**	**16.0**	**.0422**
Calhoun	661,963	13,989	6.7	19.5	30.1	16.0	.0422
• Anniston	174,600	12,675	7.2	17.4	24.4	17.8	.0162
SUBURBAN TOTAL	487,363	14,407	6.6	20.3	32.3	15.3	.0260
BIRMINGHAM	**6,304,029**	**17,660**	**5.3**	**13.4**	**28.3**	**29.4**	**.3663**
Jefferson	5,228,183	18,360	5.1	12.8	28.5	31.2	.3043
• Birmingham	1,958,678	15,467	6.4	15.0	28.5	22.9	.1258
St. Clair	206,321	12,838	7.2	20.1	27.4	13.9	.0123
Shelby	449,207	16,579	5.3	14.7	28.3	26.6	.0242
Walker	420,318	14,989	6.2	13.6	27.3	22.8	.0255

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
SUBURBAN TOTAL	4,345,351	18,994	4.8	12.4	28.0	33.1	.2405
FLORENCE	**803,223**	**14,887**	**5.8**	**16.1**	**29.9**	**19.6**	**.0505**
Colbert	336,752	15,707	5.5	15.1	30.8	21.4	.0223
Lauderdale	466,471	14,397	6.1	16.6	29.4	18.5	.0282
• Florence	239,595	15,442	5.7	15.8	28.4	23.0	.0170
SUBURBAN TOTAL	563,628	14,687	5.9	16.1	30.5	18.4	.0335
GADSDEN	**573,780**	**13,898**	**6.5**	**16.4**	**30.1**	**16.1**	**.0374**
Etowah	573,780	13,898	6.5	16.4	30.1	16.1	.0374
• Gadsden	274,259	13,769	6.9	16.3	28.2	17.6	.0215
SUBURBAN TOTAL	299,521	14,000	6.0	16.7	31.8	14.9	.0159

MONTGOMERY. FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA.

THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	$19,567
BIRMINGHAM	$19,409
MOBILE	$17,488

Rep: Branham
Source: 1980 Sales and Marketing Management

ALA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
HUNTSVILLE	**2,249,416**	**18,404**	**5.3**	**14.1**	**26.7**	**32.7**	**.1263**
Limestone	298,426	16,253	6.1	14.0	26.4	27.2	.0160
Madison	1,499,330	19,924	5.1	13.9	26.5	36.4	.0830
• Huntsville	1,180,369	21,634	4.4	12.6	27.0	40.6	.0682
Marshall	451,660	15,981	5.9	14.7	27.2	25.8	.0273
SUBURBAN TOTAL	1,069,047	15,680	6.3	15.4	26.4	25.6	.0581
MOBILE	**2,900,411**	**16,394**	**6.0**	**14.9**	**28.6**	**25.8**	**.1749**
Baldwin	514,247	16,318	6.5	14.7	27.6	26.4	.0303
Mobile	2,386,164	16,409	5.8	15.0	28.9	25.7	.1446
• Mobile	1,455,166	16,932	5.5	14.1	26.5	29.2	.0925
Prichard	183,900	12,858	8.3	18.4	29.4	12.9	.0106
SUBURBAN TOTAL	1,445,245	15,981	6.4	15.7	30.3	22.8	.0824
MONTGOMERY	**1,985,682**	**17,592**	**5.5**	**13.2**	**24.5**	**32.3**	**.1132**
Autauga	240,653	21,024	3.4	10.1	25.3	39.8	.0120
Elmore	256,414	15,152	6.4	14.0	25.6	24.8	.0136
Montgomery	1,488,615	17,600	5.7	13.5	24.1	32.8	.0876
• Montgomery	1,313,178	16,825	6.1	14.0	24.4	30.6	.0799
SUBURBAN TOTAL	672,504	19,238	4.4	11.4	24.7	35.8	.0333
TUSCALOOSA	**993,956**	**16,978**	**5.4**	**13.4**	**23.7**	**31.1**	**.0556**
Tuscaloosa	993,956	16,978	5.4	13.4	23.7	31.1	.0556
• Tuscaloosa	582,004	16,920	5.6	12.9	20.8	33.5	.0342
SUBURBAN TOTAL	411,952	17,033	5.1	14.0	27.1	28.3	.0214
OTHER COUNTIES							
Barbour	121,053	10,321	7.3	14.7	19.5	16.8	.0076
Bibb	67,282	10,617	8.0	18.2	23.7	10.2	.0041
Blount	208,921	14,374	6.5	16.2	28.4	19.5	.0114
Bullock	47,797	9,176	7.9	13.1	17.9	15.8	.0031
Butler	99,727	10,617	8.2	17.2	22.9	12.4	.0066
Chambers	247,428	16,207	5.8	14.9	26.9	26.7	.0137
Cherokee	81,206	11,152	8.8	23.1	25.8	6.4	.0056
Chilton	160,590	12,000	7.4	17.4	24.3	15.1	.0095
Choctaw	76,033	10,754	7.3	14.9	22.6	15.1	.0048
Clarke	142,721	12,946	6.9	15.7	23.5	20.1	.0097
Clay	63,420	11,450	8.0	19.6	23.3	12.0	.0038
Cleburne	65,001	13,422	6.6	19.0	30.2	13.6	.0036
Coffee	216,314	13,568	6.9	19.5	26.9	17.5	.0139

The Birmingham News / Birmingham Post-Herald

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Birmingham Post-Herald
The Birmingham News
State companies getting big slice of Mideast pie, may be on brink of more

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Birmingham Post-Herald

Represented Nationally by Newhouse Newspapers.

Source: Belden Continuing Market Study. Survey Period: Mar.-Dec. 1980. **Base:** 594,000 adults, age 18 and over, living in the Birmingham SMSA.

ALA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
Conecuh	70,996	9,375	7.6	15.7	19.8	12.2	.0042
Coosa	64,031	13,814	7.3	18.9	30.9	14.7	.0030
Covington	188,369	11,233	8.1	17.9	25.0	11.5	.0124
Crenshaw	63,149	9,130	7.9	16.5	20.3	9.9	.0037
Cullman	356,743	13,724	6.9	17.7	27.4	18.1	.0225
Dale	254,531	13,116	8.3	24.9	30.7	10.2	.0142
Dallas	246,506	10,747	7.6	16.1	21.7	14.6	.0175
De Kalb	284,047	12,163	6.9	17.0	24.9	15.1	.0173
Escambia	216,260	14,184	7.0	14.9	26.7	20.9	.0131
Fayette	109,425	13,314	6.8	17.5	25.9	18.2	.0063
Franklin	169,882	14,272	6.2	14.8	27.3	20.4	.0101
Geneva	119,437	11,448	7.5	18.2	24.2	12.5	.0072
Greene	47,963	8,076	8.9	10.8	14.8	15.9	.0029
Hale	52,931	7,482	8.1	14.4	15.8	9.1	.0036
Henry	71,467	10,708	8.0	16.5	22.9	13.1	.0045
Houston	553,378	17,395	5.3	12.5	25.7	31.0	.0335
Jackson	273,907	13,093	7.1	17.5	28.2	15.3	.0171
Lamar	82,502	11,589	5.9	14.5	24.9	15.0	.0048
Lawrence	165,516	14,584	6.0	15.3	29.2	19.5	.0086
Lee	498,896	14,851	6.3	16.5	27.0	22.6	.0293
Lowndes	50,996	9,160	9.1	14.7	17.5	14.2	.0034
Macon	123,207	9,423	8.3	15.2	18.5	14.0	.0071
Marengo	107,722	9,591	7.5	13.5	19.5	15.5	.0075
Marion	168,193	13,434	6.4	18.8	28.0	15.7	.0095
Monroe	108,912	11,000	7.8	16.0	21.7	16.1	.0066
Morgan	627,046	17,745	4.7	12.7	29.6	28.7	.0346
Perry	58,094	8,943	8.8	14.1	19.7	11.8	.0036
Pickens	102,792	11,480	7.8	16.5	21.2	17.9	.0062
Pike	148,746	11,079	7.7	15.2	22.1	16.4	.0094
Randolph	101,975	12,331	6.5	17.2	25.9	14.8	.0060
☐ Russell	241,400	12,333	7.2	18.0	25.5	15.0	.0142
Sumter	64,527	7,862	8.7	14.0	15.8	10.9	.0045
Talladega	425,438	15,165	6.4	16.6	27.0	23.6	.0247
Tallapoosa	208,552	13,252	7.5	18.4	28.8	15.3	.0127
Washington	67,259	10,747	7.6	19.2	25.6	7.8	.0040
Wilcox	46,861	7,093	8.2	12.5	16.6	8.5	.0034
Winston	115,165	12,456	7.3	21.3	25.8	13.7	.0073
TOTAL METRO COUNTIES	**16,713,860**	**16,775**	**5.7**	**14.4**	**27.6**	**27.6**	**.9806**
TOTAL STATE	**24,726,774**	**15,238**	**6.1**	**15.2**	**26.8**	**23.9**	**1.4643**

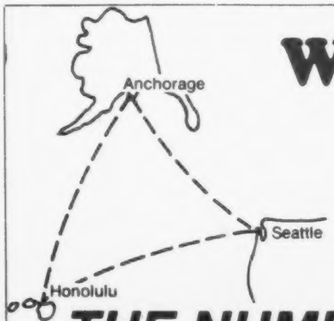
ALASKA

ALASKA
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANCHORAGE	**177.5**	**.0777**	**26.3**	**15.1**	**24.6**	**19.4**	**9.1**	**62.7**	**1,156,435**	**283,733**	**169,240**	**176,516**	**39,170**	**132,462**	**67,820**
Anchorage	177.5	.0777	26.3	15.1	24.6	19.4	9.1	62.7	1,156,435	283,733	169,240	176,516	39,170	132,462	67,820
• Anchorage	177.5	.0777	26.3	15.1	24.6	19.4	9.1	62.7	1,156,435	283,733	169,240	176,516	39,170	132,462	67,820
OTHER COUNTIES															
Aleution Islands	7.8	.0034	23.7	36.6	22.3	11.9	8.9	1.6	8,615	141	3,736	4,180	30		
Bethel	11.1	.0048	23.7	13.0	19.7	15.2	12.8	2.8	22,754	9,149	2,450	7,510		773	
Bristol Bay	1.1	.0005	26.0	26.5	23.1	14.5	14.7	.3	2,798	743	1,802				
Dillingham	4.7	.0021	25.0	12.6	20.4	15.9	13.6	1.3	7,100	3,604	932	1,305		92	
Fairbanks North Star	55.0	.0240	24.1	21.7	23.2	15.3	8.6	18.9	429,322	91,956	79,559	33,759	14,503	46,636	19,638
Haines	1.7	.0008	27.4	7.9	13.9	20.2	19.3	.6	5,563	1,401	1,002	91		72	
Juneau	20.1	.0088	29.6	11.1	22.8	19.9	17.8	7.3	86,826	25,581	14,142	1,714	2,070	6,993	3,193
Kenai Peninsula	26.2	.0115	28.2	10.5	23.0	20.8	13.6	9.0	154,461	51,590	16,416	8,346	1,511	14,698	6,176
Ketchikan Gateway	11.4	.0049	29.5	11.3	21.8	17.6	20.3	4.1	66,344	18,054	13,693	3,340	2,828	3,949	3,738
Kobuk	4.9	.0022	22.1	12.1	16.5	15.2	13.4	1.2	10,846	1,466	1,855	5,650		142	
Kodiak Island	10.0	.0044	25.2	20.0	23.1	15.0	12.2	3.1	52,990	18,516	9,228	172	1,412	4,185	1,349
Matanuska - Susitna	18.8	.0082	29.1	8.5	17.2	20.6	19.3	6.1	57,840	16,597	6,514	9,456	306	4,811	1,734
Nome	6.6	.0029	24.1	13.2	17.7	15.7	14.9	1.8	25,706	7,788	3,846	4,608	47	297	264
North Slope	4.3	.0019	24.0	16.7	19.6	13.9	14.2	1.0	45,755	90	38,031	7,525	26		
Prince of Wales - Outer Ketchikan	3.8	.0016	29.2	11.4	28.0	17.6	16.1	1.1	5,078	1,979	1,661	563	39		
Sitka	8.0	.0035	29.0	11.7	22.9	18.7	17.4	2.5	33,877	8,803	4,830	2,638	1,796	1,868	2,112
Skagway - Yakutat - Angoon	3.6	.0016	27.4	9.1	15.3	16.5	21.8	1.1	9,940	3,359	2,577	815	36	36	



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ALASKA (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
Southeast Fairbanks	5.9	.0026	24.1	22.0	21.8	15.1	10.2	1.8	10,270	3,870	1,393	350	38	187	
Valdez - Cordova	8.6	.0037	30.8	10.8	18.9	22.1	19.9	2.8	48,376	16,827	10,913	1,289	83	565	1,490
Wade Hampton	4.7	.0021	20.9	16.1	15.9	15.5	9.3	1.0	9,775	6,208	1,467	1,082		122	
Wrangell - Petersburg	6.3	.0028	29.0	11.3	20.7	18.1	19.5	2.1	22,140	10,984	3,260	1,154	37	64	310
Yukon - Koyukuk	8.1	.0035	27.9	14.2	25.2	18.1	14.0	2.4	22,296	7,377	4,339	328	49	241	
TOTAL METRO COUNTIES	**177.5**	**.0777**	**26.3**	**15.1**	**24.6**	**19.4**	**9.1**	**62.7**	**1,156,435**	**283,733**	**169,240**	**176,516**	**39,170**	**132,462**	**67,820**
TOTAL STATE	**410.2**	**.1795**	**26.3**	**15.3**	**22.9**	**18.2**	**11.8**	**136.6**	**2,295,107**	**589,811**	**392,886**	**272,391**	**63,981**	**218,193**	**107,824**

ALASKA
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ANCHORAGE	**1,849,807**	**25,816**	**3.2**	**11.3**	**24.6**	**52.1**	**.1024**
Anchorage	1,849,807	25,816	3.2	11.3	24.6	52.1	.1024
• Anchorage	1,849,807	25,816	3.2	11.3	24.6	52.1	.1024
OTHER COUNTIES							
Aleutian Islands	63,818	15,468	7.4	24.1	36.2	16.0	.0027
Bethel	36,794	7,096	6.6	11.8	14.2	13.3	.0027
Bristol Bay	11,428	20,077	3.7	10.3	40.0	24.0	.0005
Dillingham	21,360	13,828	5.8	19.8	22.0	23.1	.0013
Fairbanks North Star	831,470	34,358	1.5	6.8	20.3	66.2	.0410
Haines	11,269	18,182	4.0	20.0	41.7	20.5	.0008
Juneau	226,799	27,266	2.6	8.8	22.2	56.6	.0106
Kenai Peninsula	255,306	25,019	2.8	9.6	24.3	50.0	.0141
Ketchikan Gateway	110,886	26,068	3.0	7.9	22.5	53.6	.0061
Kobuk	25,822	16,349	6.4	16.9	25.8	28.6	.0015

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Kodiak Island	102,361	27,457	3.3	11.3	21.1	55.5	.0053
Matanuska - Susitna	115,672	16,990	6.0	12.3	26.0	27.6	.0067
Nome	42,371	17,389	5.3	14.6	18.5	36.3	.0025
North Slope	19,416	15,737	4.4	11.1	31.1	21.7	.0023
Prince of Wales - Outer Ketchikan	24,183	16,345	5.8	17.5	35.1	21.3	.0012
Sitka	69,929	27,225	3.5	6.9	24.5	56.3	.0036
Skagway - Yakutat - Angoon	15,626	12,763	4.6	14.2	30.4	13.6	.0012
Southeast Fairbanks	69,227	29,429	3.7	8.7	19.2	59.2	.0028
Valdez - Cordova	119,464	29,821	2.8	7.9	17.1	57.0	.0055
Wade Hampton	12,898	6,954	11.6	16.6	10.8	4.6	.0010
Wrangell - Petersburg	50,867	22,560	2.5	9.4	28.9	41.6	.0027
Yukon - Koyukuk	91,274	23,172	4.0	8.5	15.2	47.6	.0038
TOTAL METRO COUNTIES	**1,849,807**	**25,816**	**3.2**	**11.3**	**24.6**	**52.1**	**.1024**
TOTAL STATE	**4,178,047**	**24,990**	**3.3**	**10.6**	**23.6**	**49.9**	**.2223**

ARIZONA

ARIZ.
S&MM ESTIMATES

POPULATION—12/31/80

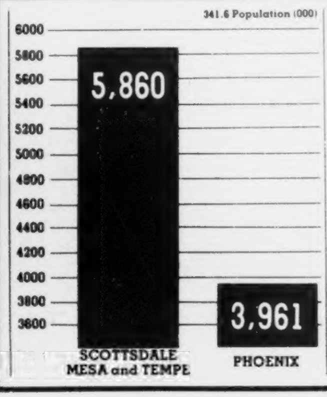
RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
PHOENIX	**1,559.8**	**.6826**	**30.1**	**13.3**	**17.1**	**16.3**	**25.4**	**569.7**	**6,517,581**	**1,513,294**	**547,952**	**790,555**	**489,838**	**1,302,623**	**231,241**
Maricopa	1,559.8	.6826	30.1	13.3	17.1	16.3	25.4	569.7	6,517,581	1,513,294	547,952	790,555	489,838	1,302,623	231,241
Mesa	157.5	.0689	29.3	13.8	17.0	14.5	25.7	57.2	863,930	179,886	40,732	131,161	73,947	190,812	32,471
• Phoenix	778.9	.3409	30.5	12.5	17.7	16.5	25.4	293.7	3,143,767	687,828	328,696	406,093	247,870	603,544	118,193
Scottsdale	89.9	.0393	30.6	9.7	17.7	21.3	21.0	32.5	738,625	114,745	51,218	117,671	47,076	189,722	14,224
Tempe	110.7	.0484	24.4	25.5	21.4	14.1	12.3	36.9	562,842	160,943	64,518	45,876	44,554	122,849	10,398
SUBURBAN TOTAL	780.9	.3417	29.8	14.2	16.8	16.0	25.3	276.0	3,373,814	825,466	219,256	384,462	241,968	699,079	113,048

SCOTTSDALE TEMPE
the Golden Triangle
MESA

REPRESENTED NATIONALLY BY BRANHAM

What's in it for you?



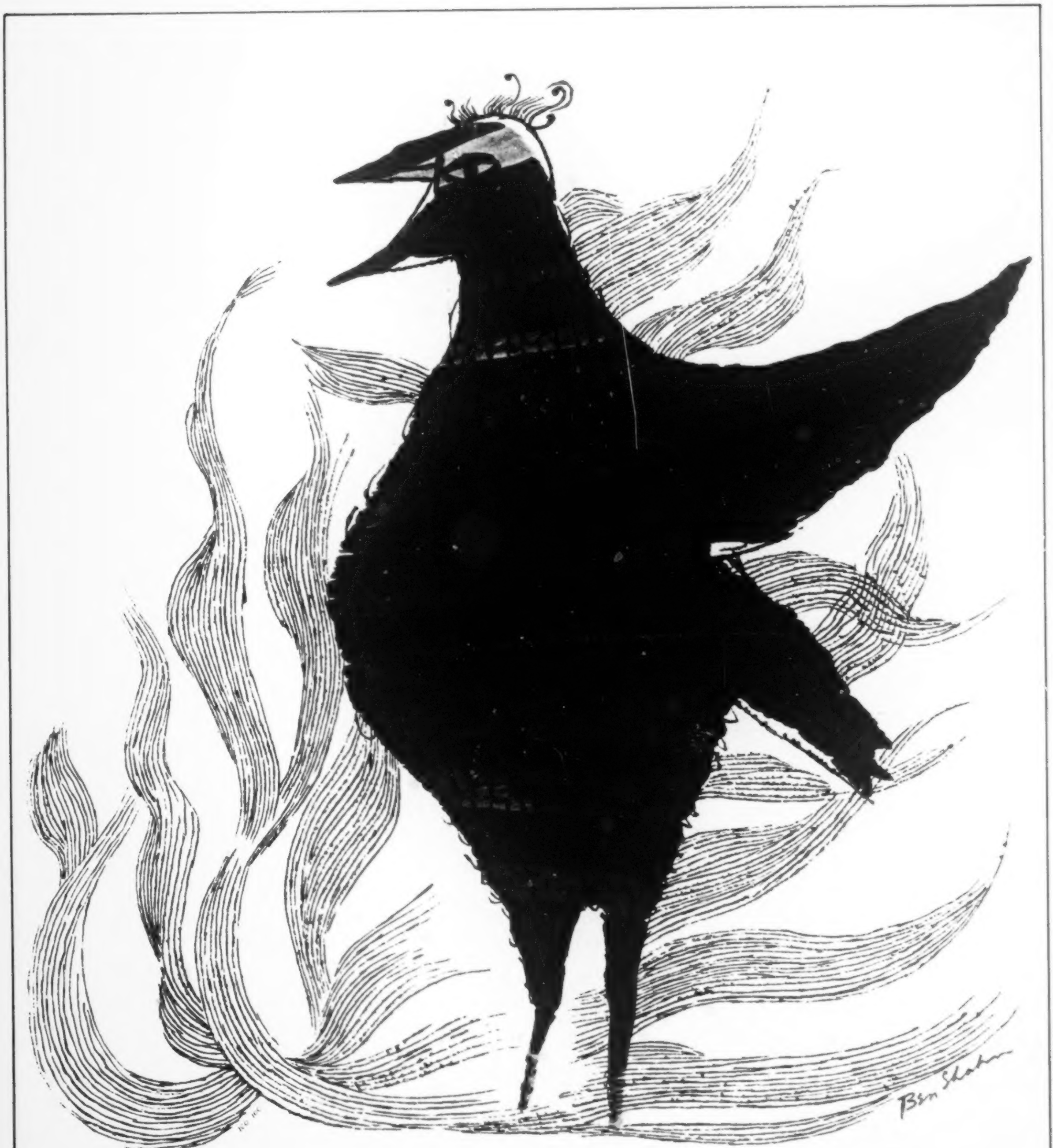
PER CAPITA RETAIL SALES COMPARISON

FOR SCOTTSDALE, MESA, and TEMPE vs. PHOENIX (ARIZONA)

SOURCE: SALES, MARKETING & MANAGEMENT ANNUAL

THE EAST VALLEY IS SERVED BEST BY THE SCOTTSDALE PROGRESS, MESA TRIBUNE and TEMPE DAILY NEWS

A rare bir



THE PHOENIX by prominent American artist, Ben Shahn (1882-1969). A hand-painted serigraph (1952) of the mythical bird that consumed itself on a pyre of spices and was reborn – just as the city of Phoenix grew out of the "ashes" of four ancient American Indian cities. It typifies the underlying social themes of Shahn's work – a reaffirmation of hope, love and compassion for the human condition. From the Collection of The Arizona Republic/The Phoenix Gazette.

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For instance, the Phoenix market ranks 26th in population—but it is 11th in retail sales per household. And in supermarket sales, only one other market spends more per household.

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Phoenix. It's a rare bird indeed.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

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Sources: Scarborough Research, 1979; U.S. Census data, 1980; S&MM Survey of Buying Power, 1980.

ARIZ. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish/Appliance ($000)	Automotive ($000)	Drug ($000)
TUCSON	**549.5**	**.2405**	**30.2**	**14.4**	**16.1**	**15.5**	**26.9**	**204.7**	**2,153,325**	**518,757**	**150,397**	**280,620**	**130,288**	**430,104**	**82,955**
Pima	549.5	.2405	30.2	14.4	16.1	15.5	26.9	204.7	2,153,325	518,757	150,397	280,620	130,288	430,104	82,955
• Tucson	335.5	.1468	29.9	15.0	16.4	14.8	26.9	128.3	1,691,189	375,381	108,857	267,297	117,714	416,672	58,134
SUBURBAN TOTAL	214.0	.0937	30.8	13.5	15.8	16.5	26.8	76.4	462,136	143,376	41,540	13,323	12,574	13,432	24,821
OTHER COUNTIES															
Apache	53.7	.0235	20.5	11.7	15.8	12.4	14.4	13.2	64,544	11,015	3,621	20,926	304	2,813	2,068
Cochise	88.6	.0388	27.8	14.2	15.3	16.1	23.0	30.1	220,724	58,847	12,990	24,332	11,070	44,711	9,919
Coconino	76.9	.0336	23.5	21.2	16.5	13.8	15.1	22.8	311,801	70,992	34,860	42,069	12,687	29,410	5,224
Gila	37.7	.0165	30.3	11.1	15.9	15.2	27.3	13.2	110,814	36,731	9,509	6,554	2,681	20,638	3,022
Graham	23.4	.0103	26.9	13.8	14.7	13.9	24.1	6.8	62,539	17,226	3,222	5,809	2,433	15,088	1,861
Greenlee	11.5	.0050	28.5	10.9	15.5	17.2	22.8	3.7	26,847	12,771	813	2,023	1,720	1,806	1,346
Mohave	58.0	.0254	34.5	8.4	16.2	16.0	33.1	22.2	219,509	65,522	13,861	5,865	6,670	29,257	6,675
Navajo	69.4	.0304	24.2	11.0	16.7	13.9	18.2	19.0	210,172	60,101	12,835	21,910	6,008	20,124	2,429
Pinal	92.6	.0405	28.0	12.0	16.6	15.8	22.6	29.3	188,404	69,563	11,912	10,147	3,811	28,704	8,899
Santa Cruz	21.0	.0092	28.8	10.3	15.1	16.3	24.4	6.2	106,204	26,200	6,935	17,520	7,196	8,125	4,566
Yavapai	70.6	.0309	40.4	8.5	12.1	14.6	40.6	27.8	236,987	78,049	21,052	14,234	9,540	22,359	11,465
Yuma	92.9	.0406	28.0	14.2	15.4	15.8	23.3	30.9	316,668	73,388	24,974	44,396	12,284	57,941	9,238
TOTAL METRO COUNTIES	**2,109.3**	**.9231**	**30.2**	**13.6**	**16.9**	**16.1**	**25.7**	**774.4**	**8,670,906**	**2,032,051**	**698,349**	**1,071,175**	**620,126**	**1,732,727**	**314,196**
TOTAL STATE	**2,805.6**	**1.2278**	**29.6**	**13.4**	**16.6**	**15.8**	**25.3**	**999.6**	**10,746,119**	**2,612,556**	**854,933**	**1,286,960**	**696,530**	**2,013,703**	**380,908**

ARIZ.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
PHOENIX	**12,235,244**	**18,890**	**5.4**	**14.4**	**29.8**	**32.2**	**.6762**
Maricopa	12,235,244	18,890	5.4	14.4	29.8	32.2	.6762
Mesa	1,175,833	18,696	5.3	15.0	32.0	30.1	.0730
• Phoenix	6,227,290	18,822	5.1	14.2	30.5	31.5	.3375
Scottsdale	881,840	25,485	3.0	8.8	26.8	51.6	.0551
Tempe	922,855	22,622	4.1	12.2	28.1	43.4	.0526
SUBURBAN TOTAL	6,007,954	18,968	5.6	14.8	28.8	33.1	.3387
TUCSON	**4,148,281**	**17,302**	**5.9**	**15.0**	**29.4**	**28.1**	**.2293**
Pima	4,148,281	17,302	5.9	15.0	29.4	28.1	.2293
• Tucson	2,420,177	16,371	6.2	16.2	30.0	24.7	.1486
SUBURBAN TOTAL	1,728,104	19,058	5.4	13.0	28.4	33.7	.0807
OTHER COUNTIES							
Apache	164,080	9,582	6.5	15.1	22.8	10.7	.0112
Cochise	517,777	14,733	6.4	18.7	31.1	17.9	.0288
Coconino	390,072	14,738	5.9	18.5	30.6	18.4	.0272
Gila	226,693	16,088	6.1	15.4	35.4	19.3	.0130
Graham	124,641	15,455	5.7	15.8	27.4	24.0	.0074
Greenlee	75,735	20,318	3.0	7.9	51.0	23.6	.0039
Mohave	341,255	14,075	6.7	19.6	33.4	13.0	.0213
Navajo	274,350	12,481	5.9	15.2	27.0	14.9	.0202
Pinal	477,651	14,354	6.6	18.2	31.9	15.7	.0272
Santa Cruz	106,525	14,126	7.4	18.2	26.8	20.6	.0080
Yavapai	419,843	13,132	6.9	17.5	27.6	15.8	.0251
Yuma	591,365	16,110	6.3	17.4	29.2	24.5	.0343
TOTAL METRO COUNTIES	**16,383,525**	**18,455**	**5.5**	**14.6**	**29.7**	**31.1**	**.9055**
TOTAL STATE	**20,093,512**	**17,433**	**5.7**	**15.2**	**29.7**	**28.1**	**1.1331**

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ARKANSAS

ARK. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FAYETTEVILLE - SPRINGDALE	**182.1**	**.0797**	**29.2**	**16.4**	**15.8**	**15.0**	**25.8**	**66.5**	**778,869**	**159,121**	**58,357**	**125,034**	**32,569**	**154,545**	**17,875**
Benton	80.8	.0354	32.2	11.3	14.9	15.4	30.4	29.8	275,950	65,580	22,825	28,659	12,893	59,628	4,581
Washington	101.3	.0443	27.1	20.5	16.5	14.7	22.2	36.7	502,919	93,541	35,532	96,375	19,676	94,917	13,294
• Fayetteville	37.0	.0162	24.1	34.7	16.0	11.8	17.8	13.4	277,891	45,530	18,825	68,508	14,889	51,335	7,129
• Springdale	24.0	.0105	29.6	11.1	18.8	16.5	23.5	8.8	184,058	33,715	13,880	27,098	4,574	38,787	5,126
SUBURBAN TOTAL	121.1	.0530	31.4	11.9	15.2	15.7	28.8	44.3	316,920	79,876	25,652	29,428	13,106	64,423	5,620
FORT SMITH	**206.3**	**.0902**	**31.3**	**10.8**	**15.7**	**16.1**	**28.1**	**74.8**	**928,015**	**202,449**	**63,112**	**121,365**	**39,357**	**205,186**	**24,781**
Crawford	37.8	.0165	31.2	10.2	15.5	16.0	28.1	12.9	115,167	32,050	8,913	9,965	3,223	18,875	2,923
Sebastian	95.9	.0420	31.0	11.3	16.4	16.7	26.8	36.4	627,520	104,633	42,436	95,788	31,693	147,645	16,667
• Fort Smith	71.8	.0314	31.3	11.4	15.8	17.6	26.5	27.7	601,864	94,734	41,808	95,017	31,181	143,971	16,383
Le Flore, Okla.	*41.3*	*.0180*	*33.1*	*10.1*	*14.1*	*15.1*	*32.3*	*14.8*	*99,245*	*38,255*	*4,515*	*6,712*	*2,564*	*21,395*	*4,549*
Sequoyah, Okla.	*31.3*	*.0137*	*30.3*	*10.6*	*16.2*	*15.8*	*26.5*	*10.7*	*86,086*	*27,511*	*7,248*	*8,900*	*1,877*	*17,271*	*642*
SUBURBAN TOTAL	134.5	.0588	31.3	10.4	15.7	15.3	28.9	47.1	326,154	107,715	21,304	26,348	8,176	61,215	8,398
LITTLE ROCK - NORTH LITTLE ROCK	**398.6**	**.1745**	**29.0**	**12.4**	**17.5**	**17.2**	**22.3**	**145.1**	**1,791,305**	**331,934**	**126,480**	**316,115**	**74,566**	**391,083**	**65,964**
Pulaski	344.4	.1507	28.7	12.7	17.6	17.0	22.0	127.1	1,647,706	298,619	117,904	300,011	68,579	350,955	62,523
• Little Rock	160.0	.0700	30.5	11.8	16.9	16.6	25.9	63.3	924,950	154,584	69,353	145,827	46,666	238,475	51,006
• North Little Rock	64.7	.0283	30.5	11.1	17.2	17.5	24.8	24.7	460,977	86,211	33,267	121,203	10,127	43,325	9,099
Saline	54.2	.0238	30.5	10.7	16.8	18.6	23.9	18.0	143,599	33,315	8,576	16,104	5,987	40,128	3,441
SUBURBAN TOTAL	173.9	.0762	27.1	13.5	18.3	17.6	18.0	57.1	405,378	91,139	23,860	49,085	17,773	109,283	5,859
PINE BLUFF	**91.1**	**.0399**	**28.5**	**13.2**	**14.8**	**15.7**	**24.7**	**31.0**	**367,268**	**73,581**	**21,460**	**58,381**	**15,768**	**77,346**	**14,249**
Jefferson	91.1	.0399	28.5	13.2	14.8	15.7	24.7	31.0	367,268	73,581	21,460	58,381	15,768	77,846	14,249
• Pine Bluff	56.4	.0247	29.3	13.7	14.1	16.3	25.7	20.2	346,834	65,728	20,547	58,024	15,740	77,671	13,761
SUBURBAN TOTAL	34.7	.0152	27.4	12.5	16.0	14.6	23.3	10.8	20,434	7,853	913	357	28	175	488
TEXARKANA	**128.2**	**.0561**	**31.2**	**11.7**	**15.7**	**16.1**	**28.0**	**46.4**	**557,047**	**144,534**	**37,774**	**69,028**	**17,178**	**112,512**	**14,880**
Little River	14.2	.0063	30.2	11.4	15.2	15.4	27.3	4.8	36,256	11,477	738	4,086	627	10,715	1,359
Miller	38.1	.0166	31.1	11.8	15.0	16.1	28.0	13.7	165,048	63,321	10,799	10,587	1,698	5,978	6,415
• Texarkana	21.4	.0094	31.6	12.0	15.2	15.8	29.1	8.1	150,266	60,759	9,160	9,884	1,541	5,366	6,415
Bowie, Tex.	*75.9*	*.0332*	*31.5*	*11.7*	*16.0*	*16.3*	*28.1*	*27.9*	*355,743*	*69,736*	*26,237*	*54,355*	*14,853*	*95,819*	*7,106*
• *Texarkana*	*31.4*	*.0137*	*33.0*	*12.6*	*14.0*	*15.1*	*32.1*	*12.2*	*277,039*	*40,953*	*20,646*	*53,324*	*13,664*	*86,741*	*5,246*
SUBURBAN TOTAL	75.4	.0330	30.5	11.2	16.7	16.6	25.8	26.1	129,742	42,822	7,968	5,820	1,973	20,405	3,219

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It takes the Gazette to reach Arkansas because Arkansas takes the Gazette.

	Daily	Sunday
September, 1980	124,468	150,092
March, 1981*	128,740	154,875
	UP 4,272	**UP 4,783**

Now, more than ever, the Arkansas Gazette gives you results because the Gazette gives you the readers. Nearly twice the circulation of the state's number two newspaper.

Arkansas Gazette.

Nearly twice the circulation.

Represented nationally by Sawyer-Ferguson-Walker.

*As filed with the Audit Bureau of Circulation, subject to audit.

ARK. (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Arkansas	24.2	.0106	31.2	10.6	14.1	16.2	28.4	9.0	100,064	25,462	4,555	10,356	3,454	17,166	4,227
Ashley	26.7	.0117	30.0	11.0	16.6	15.9	25.8	9.2	78,924	21,021	3,284	9,964	2,614	22,803	2,533
Baxter	28.3	.0124	44.3	7.5	11.3	13.5	44.9	11.6	108,765	28,318	8,395	12,032	5,590	16,202	2,480
Boone	26.7	.0116	34.5	9.3	14.6	16.2	33.1	10.1	139,469	26,778	6,360	13,427	7,341	39,495	3,435
Bradley	13.9	.0061	35.5	9.5	11.8	15.7	34.8	5.1	39,143	11,971	864	3,346	1,115	6,883	1,454
Calhoun	6.1	.0027	33.7	12.5	12.5	14.2	34.2	2.2	10,008	4,827	634	428	69	588	672
Carroll	16.5	.0072	38.8	8.8	12.9	15.2	38.6	6.6	52,752	14,579	3,883	7,368	1,106	4,767	1,717
Chicot	17.8	.0078	30.3	9.8	11.5	14.1	30.5	6.0	41,648	10,573	1,343	2,560	473	9,180	2,885
Clark	23.4	.0103	27.9	21.6	12.4	13.8	27.4	8.2	106,394	19,457	6,199	8,753	1,833	36,659	2,843
Clay	20.7	.0090	37.0	8.9	13.8	16.5	35.7	8.0	44,055	13,481	1,814	2,216	1,046	9,346	1,827
Cleburne	17.4	.0076	37.4	8.6	13.2	16.3	36.3	6.6	51,724	11,730	2,233	4,969	2,362	10,578	1,802
Cleveland	7.9	.0035	34.1	9.5	14.7	14.9	33.7	2.8	5,326	1,890	40	48	32	194	323
Columbia	26.7	.0117	31.9	13.9	13.8	15.4	30.3	9.6	88,377	24,609	4,631	11,854	2,807	15,147	2,264
Conway	19.7	.0086	31.5	10.6	14.2	15.9	29.2	6.9	72,614	14,019	3,359	7,310	1,829	20,402	1,653
Craighead	64.0	.0280	28.4	17.5	15.6	15.8	24.0	22.8	367,451	69,459	21,503	45,412	17,454	93,475	10,920
☐ Crittenden	49.1	.0215	27.1	11.9	16.2	15.4	21.8	15.8	215,357	44,217	8,235	12,870	4,247	54,400	7,348
Cross	20.4	.0090	28.2	11.6	14.7	14.6	25.4	6.7	69,996	19,054	3,351	8,811	1,625	16,401	2,557
Dallas	10.5	.0046	33.7	10.0	13.3	15.0	33.2	3.8	37,351	9,342	985	4,137	1,137	8,703	1,682
Desha	19.8	.0086	28.8	10.9	12.3	14.0	28.4	6.7	65,353	18,473	2,336	7,361	1,210	11,576	2,287
Drew	18.1	.0079	28.7	15.6	13.9	13.7	27.6	6.3	57,765	13,812	4,059	7,140	951	15,341	1,104
Faulkner	47.2	.0207	27.6	18.0	13.7	14.7	25.1	16.0	162,516	38,766	11,845	13,973	8,198	20,965	4,730
Franklin	14.9	.0065	34.2	9.8	13.6	15.3	33.6	5.3	34,379	7,401	2,551	556	733	10,258	1,611
Fulton	10.1	.0044	38.9	9.3	11.4	16.8	37.6	3.9	18,535	4,610	704	1,051	793	2,288	1,879
Garland	71.0	.0311	36.8	9.3	13.2	15.6	36.2	28.5	315,523	74,686	30,307	34,940	12,683	61,970	12,306
Grant	13.2	.0058	32.0	10.7	15.7	16.0	29.3	4.6	30,654	7,603	1,507	1,015	670	9,038	1,243
Greene	31.2	.0136	32.7	11.0	15.1	16.2	30.4	11.5	106,298	22,361	5,678	9,673	3,081	22,646	2,960
Hempstead	24.0	.0105	34.5	9.5	13.3	14.6	34.8	8.7	62,473	18,669	2,697	3,998	4,290	10,044	2,311
Hot Spring	27.2	.0119	32.5	11.3	14.3	17.2	29.3	9.9	76,872	18,416	2,443	10,851	2,924	17,866	2,114
Howard	13.6	.0060	34.8	8.8	13.9	15.0	34.7	4.9	47,876	14,079	2,169	4,581	1,274	12,220	2,208
Independence	30.7	.0134	33.8	10.8	14.7	17.2	31.0	11.1	133,364	27,800	6,953	17,996	3,421	39,900	4,164
Izard	11.0	.0049	40.0	8.3	13.1	15.7	39.5	4.4	21,978	3,226	584	4,027	261	5,107	1,021
Jackson	21.7	.0094	32.4	11.1	14.4	16.5	29.7	7.9	74,540	17,599	5,382	6,844	1,824	14,162	4,022
Johnson	17.7	.0078	35.5	11.5	13.0	14.5	36.0	6.5	54,860	11,481	3,212	6,265	1,239	19,134	2,007
Lafayette	10.2	.0044	32.6	10.2	13.5	13.8	32.9	3.6	14,584	4,003	574	658	237	3,641	777
Lawrence	18.6	.0082	33.1	11.7	13.3	15.1	32.4	6.9	59,672	16,452	2,154	6,889	1,833	15,354	1,303
Lee	15.2	.0066	27.5	11.3	12.0	14.1	27.0	4.9	30,484	10,960	1,505	1,742	427	5,829	1,332
Lincoln	13.3	.0058	29.4	13.8	16.0	14.8	26.2	3.9	19,464	6,145	1,252	1,516	132	4,862	600
Logan	20.3	.0088	35.6	9.4	12.9	14.8	35.9	7.1	68,101	22,192	4,438	4,708	4,077	17,366	1,641
Lonoke	35.1	.0154	29.6	10.3	15.0	15.3	26.7	11.7	97,098	23,076	2,599	4,202	2,457	29,481	3,587
Madison	11.5	.0050	34.7	9.6	13.0	16.1	33.6	4.2	27,895	6,469	962	1,664	383	9,903	1,704
Marion	11.7	.0052	42.0	7.9	11.3	15.1	41.9	4.4	17,576	6,221	921	229	361	2,882	586
Mississippi	59.2	.0259	27.1	12.5	14.9	15.0	23.3	19.9	205,085	43,924	10,297	29,958	5,547	54,875	6,475
Monroe	13.9	.0061	30.1	10.5	12.9	14.0	29.7	4.9	51,119	13,545	2,949	5,217	1,297	5,372	1,860
Montgomery	7.9	.0035	38.5	7.9	13.0	15.1	38.5	3.0	12,002	5,248	540	1,195	102	454	246
Nevada	11.2	.0049	36.0	9.4	11.7	13.7	37.3	4.0	28,250	6,619	725	1,170	1,734	5,737	1,207
Newton	7.9	.0034	32.7	10.5	13.2	16.1	30.9	2.8	4,971	2,975	324	99			121
Ouachita	30.5	.0134	32.7	10.8	13.2	16.8	30.2	11.3	110,357	28,082	5,262	13,871	3,686	23,634	1,806
Perry	7.4	.0032	32.4	9.0	14.2	14.7	31.5	2.6	5,780	2,031	384			920	195
Phillips	34.3	.0150	27.7	10.2	13.5	13.9	26.2	11.4	115,674	36,642	5,495	9,839	4,127	20,824	4,451
Pike	10.5	.0046	35.6	9.0	14.5	15.5	35.2	3.9	40,975	12,611	1,209	1,770	204	15,392	2,137
Poinsett	27.0	.0118	30.2	11.7	15.6	16.1	26.5	9.5	77,062	23,097	4,460	4,611	1,871	19,281	2,914
Polk	17.3	.0076	36.2	8.8	12.9	14.8	36.4	6.4	49,318	13,716	2,034	5,732	1,991	10,616	1,128
Pope	39.7	.0174	29.3	15.2	15.8	15.8	25.3	14.0	199,804	40,708	12,483	24,400	6,166	54,205	6,946
Prairie	10.1	.0044	32.8	9.9	14.8	15.9	30.9	3.7	30,643	5,397	683	676	496	10,992	828
Randolph	17.2	.0076	35.2	8.8	13.1	15.8	34.4	6.2	41,809	12,757	1,608	6,370	1,337	7,220	1,458
St. Francis	30.8	.0134	26.5	11.4	14.4	14.1	23.7	10.0	124,373	27,470	6,136	9,851	4,956	21,128	2,370
Scott	9.8	.0042	34.7	9.3	15.7	15.7	33.7	3.6	15,062	3,692	830	937	458	4,521	668
Searcy	8.9	.0039	36.5	9.9	11.8	16.4	35.1	3.3	21,155	6,024	409	1,060	367	3,508	1,912
Sevier	14.3	.0063	33.8	9.9	14.6	15.4	32.9	5.2	46,523	14,962	2,768	2,306	779	10,136	1,464
Sharp	15.1	.0066	40.3	8.4	10.9	14.6	40.5	5.9	42,950	15,728	2,792	5,440	1,230	6,461	115
Stone	9.2	.0040	35.0	8.8	12.7	16.6	33.3	3.4	25,244	7,624	850	1,600	798	4,509	417
Union	50.3	.0220	33.6	9.8	13.8	16.8	31.3	18.8	196,813	46,868	11,964	20,589	7,479	51,868	8,650
Van Buren	13.7	.0060	37.4	9.2	12.0	16.5	36.1	5.2	33,690	9,680	1,559	1,656	979	10,304	1,484
White	51.6	.0226	30.5	15.2	14.1	15.3	28.3	17.8	193,803	47,292	8,725	24,919	5,195	50,991	4,151
Woodruff	11.2	.0049	32.2	10.5	12.1	13.4	33.2	4.0	29,936	11,724	778	474	1,175	4,759	1,172

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

ARK. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Yell	17.2	.0076	33.7	10.4	13.9	15.4	32.9	6.3	40,864	13,088	1,829	1,278	727	8,260	2,866
TOTAL METRO COUNTIES	**906.9**	**.3970**	**29.3**	**13.0**	**16.4**	**16.3**	**24.3**	**326.2**	**4,096,790**	**820,334**	**277,418**	**632,826**	**164,391**	**861,087**	**132,800**
TOTAL STATE	**2,311.3**	**1.0116**	**30.9**	**12.1**	**14.8**	**15.8**	**28.1**	**831.4**	**8,851,973**	**1,992,908**	**534,776**	**1,112,714**	**322,438**	**1,956,876**	**292,612**

ARK.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
FAYETTEVILLE - SPRINGDALE	**1,260,223**	**15,768**	**6.5**	**16.8**	**27.7**	**24.8**	**.0748**
Benton	523,530	14,802	6.6	18.0	28.1	21.2	.0301
Washington	736,693	16,599	6.3	15.9	27.5	27.8	.0447
• Fayetteville	304,337	17,022	6.5	15.9	23.8	32.0	.0203
• Springdale	186,918	18,612	5.5	14.8	31.5	30.9	.0130
SUBURBAN TOTAL	768,968	14,891	6.7	17.5	28.2	21.4	.0415
FORT SMITH	**1,274,782**	**14,037**	**7.0**	**17.6**	**26.2**	**20.4**	**.0820**
Crawford	207,289	13,974	7.0	18.3	29.7	16.4	.0127
Sebastian	726,998	16,709	6.3	16.4	28.1	27.7	.0479
• Fort Smith	589,282	17,791	6.0	15.2	27.4	31.1	.0412
Le Flore, Okla.	*208,009*	*10,787*	*8.2*	*17.2*	*21.5*	*14.1*	*.0124*
Sequoyah, Okla.	*132,486*	*10,583*	*7.6*	*20.7*	*22.4*	*9.4*	*.0090*
SUBURBAN TOTAL	685,500	12,266	7.6	18.9	25.5	14.1	.0408
LITTLE ROCK - NORTH LITTLE ROCK	**3,172,518**	**18,807**	**5.3**	**13.7**	**27.5**	**33.6**	**.1780**
Pulaski	2,851,885	19,261	5.3	13.4	26.3	35.3	.1598
• Little Rock	1,426,113	18,549	5.7	13.9	24.4	35.0	.0820
• North Little Rock	518,077	18,642	5.5	12.6	26.1	33.0	.0343
Saline	320,633	16,703	5.7	16.1	34.8	21.7	.0182
SUBURBAN TOTAL	1,228,328	19,092	4.8	14.1	31.4	32.3	.0617
PINE BLUFF	**638,388**	**16,700**	**5.7**	**12.5**	**23.7**	**30.4**	**.0370**
Jefferson	638,388	16,700	5.7	12.5	23.7	30.4	.0370
• Pine Bluff	426,868	17,608	5.6	12.0	23.5	32.8	.0275
SUBURBAN TOTAL	211,520	15,018	5.8	13.4	24.0	26.0	.0095
TEXARKANA	**769,102**	**14,534**	**6.2**	**16.1**	**29.0**	**19.4**	**.0496**
Little River	87,165	16,007	4.8	12.3	26.6	26.2	.0048
Miller	228,874	14,708	6.4	16.7	28.6	20.3	.0147
• Texarkana	139,561	15,120	6.0	16.4	28.2	22.2	.0104
Bowie, Tex.	*453,063*	*14,253*	*6.3*	*16.7*	*29.6*	*17.7*	*.0301*
• Texarkana	*193,330*	*12,987*	*7.6*	*16.9*	*26.4*	*16.8*	*.0167*
SUBURBAN TOTAL	436,211	15,050	5.6	15.7	30.5	19.7	.0225
OTHER COUNTIES							
Arkansas	179,175	16,256	5.2	13.7	26.9	27.1	.0102
Ashley	156,891	14,781	6.0	13.7	25.5	23.9	.0090
Baxter	176,723	11,737	8.7	18.4	22.1	16.8	.0108
Boone	161,278	12,549	7.1	16.4	25.4	16.3	.0111
Bradley	70,463	10,915	8.6	16.7	23.1	13.9	.0043
Calhoun	27,678	10,250	7.2	14.1	26.4	10.2	.0016
Carroll	87,591	10,621	9.1	19.3	22.5	10.8	.0056
Chicot	76,447	8,396	7.7	15.4	16.0	12.6	.0049
Clark	137,223	13,625	7.2	14.6	26.0	19.7	.0092
Clay	105,174	10,167	7.7	17.7	21.4	11.6	.0061
Cleburne	97,009	10,645	8.6	14.8	20.0	16.9	.0058
Cleveland	36,942	11,099	8.6	18.5	24.2	11.7	.0018
Columbia	168,710	13,438	7.2	14.5	23.9	21.9	.0098
Conway	97,566	11,699	7.1	16.6	25.5	14.0	.0066
Craighead	446,755	15,848	5.8	14.6	25.9	26.7	.0293
☐ Crittenden	277,495	13,117	5.9	11.9	21.7	24.0	.0186
Cross	120,884	14,316	6.3	13.7	24.0	24.2	.0073
Dallas	64,668	13,018	7.5	15.6	24.4	19.7	.0038

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Desha	126,663	13,423	6.5	13.6	21.3	24.5	.0073
Drew	97,962	11,202	8.7	15.5	22.3	16.9	.0061
Faulkner	280,055	14,302	7.3	18.1	27.2	20.3	.0168
Franklin	64,005	10,073	8.6	20.3	22.3	7.7	.0042
Fulton	38,85[illegible]	7,101	8.3	16.8	14.6	5.5	.0026
Garland	441,206	12,291	7.2	17.1	23.3	17.7	.0281
Grant	74,817	14,095	7.0	18.1	29.8	16.8	.0042
Greene	187,454	13,021	7.3	16.9	25.2	18.3	.0112
Hempstead	143,324	12,721	6.8	16.7	22.4	20.5	.0080
Hot Spring	162,310	15,104	5.8	15.3	30.5	19.8	.0092
Howard	74,145	13,181	5.3	18.8	27.0	16.3	.0047
Independence	185,897	13,431	7.3	16.7	25.5	19.4	.0120
Izard	46,454	8,345	8.2	18.5	19.8	5.1	.0030
Jackson	130,385	12,718	8.0	17.7	21.9	20.6	.0077
Johnson	81,850	10,010	8.3	19.4	21.0	9.6	.0056
Lafayette	50,009	11,613	6.0	14.8	25.2	14.3	.0026
Lawrence	94,652	10,012	7.7	15.4	20.8	13.8	.0062
Lee	71,378	9,181	7.3	13.3	18.0	15.9	.0041
Lincoln	60,387	10,880	8.0	14.4	21.3	17.1	.0035
Logan	101,332	11,713	8.2	17.6	26.3	12.3	.0067
Lonoke	196,108	13,580	7.0	16.7	24.2	21.2	.0115
Madison	53,201	9,905	8.5	17.8	20.9	10.9	.0033
Marion	41,770	7,211	8.6	17.8	15.2	3.1	.0027
Mississippi	321,691	12,763	7.0	16.1	23.7	19.1	.0205
Monroe	65,191	9,284	7.8	14.5	19.1	13.8	.0046
Montgomery	46,913	12,402	8.7	14.6	23.7	19.3	.0024
Nevada	51,044	9,633	7.8	16.4	19.9	12.4	.0032
Newton	23,818	6,196	9.3	15.2	11.2	3.6	.0015
Ouachita	188,223	13,830	6.3	14.1	25.5	21.4	.0113
Perry	38,320	11,244	9.0	17.5	23.7	12.7	.0019
Phillips	155,296	9,237	6.8	12.7	19.1	15.7	.0109
Pike	51,553	10,827	8.2	20.2	22.3	11.2	.0036
Poinsett	142,065	11,601	8.6	16.8	23.1	16.4	.0087
Polk	86,434	11,909	6.7	18.8	25.9	12.2	.0054
Pope	248,123	14,842	6.8	16.7	28.1	21.4	.0165
Prairie	53,464	11,524	8.2	18.5	23.2	14.2	.0034
Randolph	82,150	10,199	7.6	18.3	20.4	12.1	.0050
St. Francis	134,179	10,282	6.3	15.2	23.7	12.0	.0103
Scott	37,615	8,635	11.1	19.2	20.0	3.4	.0022
Searcy	34,639	7,944	11.4	18.3	13.3	6.7	.0025
Sevier	77,959	13,031	7.0	15.5	27.1	16.6	.0049
Sharp	62,370	8,241	9.7	15.4	19.3	6.9	.0044
Stone	39,078	8,333	10.6	19.[illegible]	13.4	8.5	.0027
Union	357,738	15,819	6.0	13.8	24.5	27.4	.0203
Van Buren	68,950	10,031	9.2	18.3	9.8	12.0	.0041
White	271,999	12,115	7.4	16.6	24.2	16.6	.0182
Woodruff	57,369	10,016	8.0	14.3	20.0	15.7	.0034
Yell	81,947	11,032	8.2	19.6	25.7	8.4	.0052
TOTAL METRO COUNTIES	**6,598,950**	**17,026**	**5.8**	**14.7**	**27.1**	**29.0**	**.3885**
TOTAL STATE	**14,392,471**	**13,928**	**6.8**	**15.7**	**24.8**	**21.9**	**.8741**

What kinds of stores are 'Furniture/Furnish./Appliance'?

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

CALIFORNIA

CAL. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANAHEIM - SANTA ANA - GARDEN GROVE	**1,972.3**	**.8632**	**29.0**	**13.2**	**19.5**	**19.0**	**19.3**	**708.6**	**10,408,724**	**2,184,694**	**1,057,155**	**1,474,368**	**556,656**	**1,786,926**	**263,864**
Orange	1,972.3	.8632	29.0	13.2	19.5	19.0	19.3	708.6	10,408,724	2,184,694	1,057,155	1,474,368	556,656	1,786,926	263,864
● Anaheim	225.7	.0988	29.0	15.1	18.4	20.0	18.9	82.3	1,065,207	222,376	141,022	95,145	93,474	156,295	29,387
Buena Park	64.1	.0281	27.1	12.2	19.3	20.9	13.9	20.6	361,693	78,001	24,367	91,774	13,088	67,689	11,593
Costa Mesa	82.8	.0362	29.1	14.6	19.8	17.7	20.7	32.2	1,045,569	90,678	67,937	287,446	63,097	244,702	6,582
Fullerton	102.9	.0450	29.4	15.4	17.3	19.5	20.8	38.2	572,023	94,449	61,300	122,289	21,322	121,204	19,778
● Garden Grove	123.2	.0539	28.1	12.5	19.9	19.9	16.3	42.1	527,427	158,530	58,153	26,504	22,641	120,926	20,417
Huntington Beach	174.8	.0765	27.9	10.9	24.5	19.1	13.6	60.0	812,831	206,941	67,871	103,409	35,859	135,782	22,263
La Habra	45.4	.0199	29.2	13.5	16.9	21.4	18.8	16.4	255,047	40,672	20,185	28,878	12,885	88,429	5,288
Newport Beach	64.3	.0281	33.7	15.0	17.7	20.1	27.6	29.7	575,328	91,498	115,679	64,765	14,884	136,852	13,179
Orange	92.6	.0405	28.7	12.5	19.1	19.8	18.2	32.5	683,088	81,931	45,642	137,003	40,345	111,283	10,064
● Santa Ana	206.8	.0905	28.0	14.5	19.9	15.8	20.2	66.3	1,158,590	201,486	107,393	115,617	62,260	220,942	35,693
Westminster	71.8	.0314	27.4	11.0	21.5	19.1	14.6	24.0	610,813	97,865	37,755	150,117	57,755	98,067	5,725
SUBURBAN TOTAL	1,416.6	.6200	29.2	12.8	19.6	19.2	19.[illegible]	517.9	7,657,500	1,602,302	750,587	1,237,102	378,281	1,288,763	178,367
BAKERSFIELD	**409.4**	**.1792**	**29.2**	**12.4**	**16.9**	**16.5**	**2[illegible]**	**143.4**	**1,785,640**	**476,461**	**158,448**	**173,740**	**80,975**	**276,025**	**77,578**
Kern	409.4	.1792	29.2	12.4	16.9	16.5	23.6	143.4	1,785,640	476,461	158,448	173,740	80,975	276,025	77,578
● Bakersfield	109.1	.0477	30.4	12.4	17.0	16.4	25.7	41.0	1,045,149	223,058	85,791	152,747	63,518	198,969	59,663
SUBURBAN TOTAL	300.3	.1315	28.7	12.4	17.0	16.5	22.8	102.4	740,491	253,403	72,657	20,993	17,457	77,056	17,915
CHICO	**147.2**	**.0644**	**32.2**	**15.7**	**14.3**	**14.0**	**32.1**	**58.9**	**601,706**	**169,923**	**56,382**	**53,441**	**33,648**	**86,334**	**22,700**
Butte	147.2	.0644	32.2	15.7	14.3	14.0	32.1	58.9	601,706	169,923	56,382	53,441	33,648	86,334	22,700
● Chico	27.1	.0119	23.8	31.5	11.1	12.3	21.4	10.1	257,122	63,918	29,423	9,647	18,911	40,343	9,120
SUBURBAN TOTAL	120.1	.0525	34.2	12.2	15.0	14.4	34.5	48.8	344,584	106,005	26,959	43,794	14,737	45,991	13,580

We're in the money!

Are we ever! If Orange County, California were a nation, we'd have a Gross National Product of $25 billion! Our residents have $17.5 billion in buying power. Taxable retail sales in Orange County were $12.7 billion in 1980. And Orange County banks and savings & loan associations have more than $13.2 billion on deposit.

How can you shake the leaves from the Orange County money tree? Well, no one medium reaches all 716,000 of its households. But one delivers more than any other. The Register's Orange County Metro Group. Every day our papers reach 40 percent of Orange County adult spenders. And a five-issue buy in The Metro Group will reach 63% of Orange County adults.

The Orange County Metro Group. We deliver 256,700 Orange County households. 192,500 of them take no other paper.

ORANGE COUNTY SAVINGS

Sources: FDIC, Security Pacific Bank; S&MM Survey of Buying Power Data Service, State of California Taxable sales for 1980, FHLBB, Scarborough Research Corp., 1981

The Register
Orange County MetroGroup
Represented nationally by Story & Kelly-Smith
SMSA Orange County, California • 18th in population • 14th in buying power

See complete listing under Orange County, California.

The Bakersfield Californian
Completes Your So. California Buy With Kern County

CALIFORNIA
KERN COUNTY
BAKERSFIELD

THE MARKET

- 96th SMSA
- 3rd fastest in income growth
- 13th fastest growing city in U.S.
- U.S. leading petroleum county
- $1.6 billion agri-business per year

THE NEWSPAPER

- 50% SMSA household penetration
- 65.8% household penetration
- Newspaper proven test market
- Award winning newspaper
- Daily-70,178 Sun-78,497 circulation

Market Information Source: The Bakersfield Californian Research Department.

The Bakersfield Californian

1707 EYE STREET, BAKERSFIELD, CALIF. 93302

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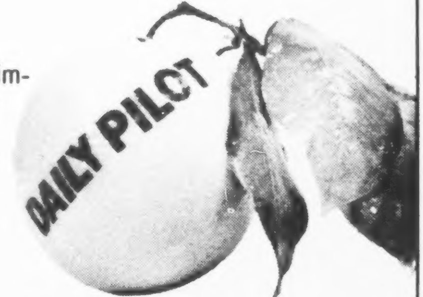
Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

The pick of the crop in Orange County



There's more to Orange County than meets the eye. There's the Anaheim-Santa Ana-Garden Grove SMSA, and then there's the exclusive Orange Coast, the county's better half. Accounting for over 30% of the SMSA households, the coastal area accounts for 40% of its retail sales. And with sales per household a full 31% higher than the SMSA, the Orange Coast ranks fifth in the nation! There's no better way to reach this affluent, trend-setting market than the Daily Pilot, with city zone circulation 33% larger than the L.A. Times and 85% larger than the Register. So when you're planning a buy in southern California, plan to pick the best. Pick the Orange Coast and the Daily Pilot.

(714) 642-4321
Orange Coast Daily Pilot, Costa Mesa, CA 92626
Represented nationally by CWO&O.

Daily Pilot

Source: S&MM Survey of Buying Power, July 1980; March 1980 ABC Publisher's Statement; 1980 Taxable Sales, California State Board of Equalization.

FRESNO AND THE BEE...
GROWING BIGGER TOGETHER

Fresno, the fastest growing city in the State's top 10 with a 3.9% population increase in 1979.* And — Advertising Age has again named Fresno to the Golden Dozen metro areas and central cities. Fresno shows a 112% increase in per capita personal income growth (that's #3 in the nation) and ranks 80th in population.**

The Bee is growing with Fresno. Daily circulation is now at 130,790 and Sunday's is 151,484.***

*State Finance Department, Populations Research Unit.
**Advertising Age, December 19, 1979.
***ABC Fas-Fax Report for six months, ending 3/31/81, subject to audit.

The Fresno Bee
The Bee keeps Fresno buzzing.

McCLATCHY NEWSPAPERS • CRESMER, WOODWARD, O'MARA & ORMSBEE, INC. • NATIONAL REPRESENTATIVES

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FRESNO	**523.7**	**.2291**	**28.8**	**14.1**	**16.1**	**15.9**	**24.1**	**183.5**	**2,313,863**	**579,241**	**192,563**	**296,806**	**104,926**	**423,166**	**109,427**
Fresno	523.7	.2291	28.8	14.1	16.1	15.9	24.1	183.5	2,313,863	579,241	192,563	296,806	104,926	423,166	109,427
• Fresno	222.8	.0975	29.3	15.6	16.9	14.9	25.5	84.5	1,285,177	254,891	132,653	250,689	77,726	150,177	59,922
SUBURBAN TOTAL	300.9	.1316	28.3	13.0	15.4	16.7	23.0	99.0	1,028,686	324,350	59,910	46,117	27,200	272,989	49,505
LOS ANGELES - LONG BEACH	**7,513.0**	**3.2881**	**31.1**	**13.1**	**18.5**	**17.3**	**25.6**	**2,753.7**	**33,393,938**	**7,848,318**	**3,510,253**	**4,270,646**	**1,732,763**	**5,294,058**	**1,127,494**
Los Angeles	7,513.0	3.2881	31.1	13.1	18.5	17.3	25.6	2,753.7	33,393,938	7,848,318	3,510,253	4,270,646	1,732,763	5,294,058	1,127,494
Alhambra	64.8	.0284	36.1	13.0	17.8	13.5	37.5	26.8	355,083	65,954	29,136	34,469	20,367	113,888	9,956
Arcadia	46.2	.0202	37.7	9.6	13.4	19.4	34.0	17.5	385,123	65,420	51,954	114,176	14,897	18,268	13,782
Baldwin Park	50.8	.0222	27.1	12.0	19.0	15.6	19.3	14.2	115,439	59,590	8,458	1,797	2,202	15,071	2,130
Bellflower	53.6	.0235	29.4	18.6	18.8	15.0	24.4	20.9	262,020	54,581	28,039	42,550	18,987	72,887	12,249
Burbank	84.4	.0369	34.6	11.8	18.4	16.2	33.1	35.4	368,410	91,318	50,308	17,367	25,000	54,229	23,064
Carson	82.1	.0359	26.5	9.6	21.2	19.5	12.4	22.2	453,836	102,502	21,443	74,414	16,565	122,557	10,960
Compton	81.5	.0357	24.5	13.0	18.2	16.2	14.5	21.5	193,362	60,481	16,488	36,023	6,182	28,246	8,917
Downey	82.3	.0360	31.9	14.7	17.4	19.1	25.5	30.8	630,380	133,258	48,704	70,795	25,776	222,276	13,606

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DOES IT TAKE TO COVER LA?

If you're buying L.A. don't forget the 1.5 million people who live in the Daily News circulation area.

Over 1 million of those people live within the city limits, and readership of the Daily News in the area is higher than the LA Times and Herald Examiner combined.

So if you want to cover LA *completely*, don't just buy the LA Times. Buy the Daily News.

DAILY NEWS
A Fresh Look at the News.
Call your local Sawyer/Ferguson/Walker representative for complete details.

Los Angeles Times
Daily News
LAPD task force to return

Count to three before buying the Los Angeles ADI.

1

Who gives you more readers than any other Los Angeles newspaper?

2

Who reaches the largest chunk of the biggest earners?

3

Who goes to more of the ADI's top achievers?

The answer to all three questions—the Los Angeles Times. All week long, The Times provides advertisers with the numbers they need for results in the Los Angeles ADI.

So, if you go by the numbers, go buy The Times.

Times Coverage in Los Angeles ADI

	One Weekday Issue	Five Weekday Issues	One Sunday Issue	Four Sunday Issues
Total Adults	2,244,500	3,504,800	2,821,600	4,047,800
$35,000+ Households	44.6%	63.2%	52.0%	68.7%
$25,000+ Households	38.7%	56.7%	46.3%	61.0%
Professionals, managers	39.4%	57.6%	47.9%	61.9%

Source: Three Sigma, 1980.

Los Angeles Times

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SAN FRANCISCO
350 miles
SANTA BARBARA METRO AREA
100 miles
LOS ANGELES

Prime penetration of this vital So. California market

Media buyers and major merchandisers recognize that Santa Barbara is an indispensable segment of the L.A./So. California marketplace. While serviced by Los Angeles distribution/wholesale factors, this affluent Metro area is a **separate** newspaper market, **effectively** covered **only** by the **Santa Barbara News-Press.**

SANTA BARBARA NEWS-PRESS

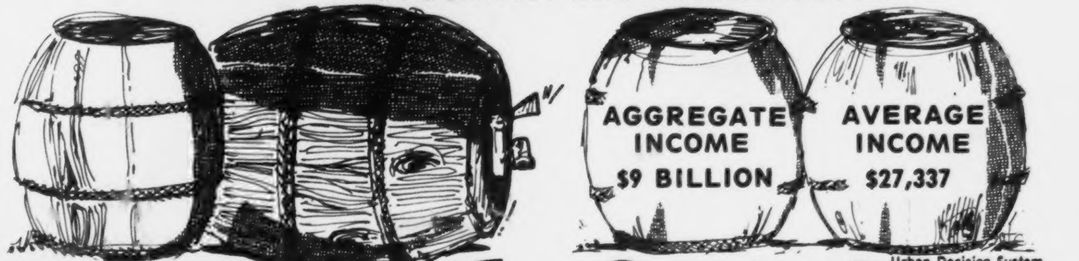
Represented by CRESMER, WOODWARD, O'MARA & ORMSBEE

CIRCULATION
46,807 DAILY
52,346 SUNDAY
(ABC Publisher's Statement — 6 months ending 3/31/81)

newsplan

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
El Monte	80.3	.0351	28.4	14.4	19.6	14.1	23.0	25.1	360,298	70,059	30,290	28,625	7,847	115,838	11,166
Gardena	45.5	.0199	32.4	12.0	18.6	19.6	25.6	16.9	234,231	89,769	14,845	34,741	7,112	29,074	10,068
Glendale	139.6	.0611	37.1	11.0	17.4	16.0	36.3	60.9	835,238	209,344	61,167	110,186	54,893	150,535	12,505
Hawthorne	56.7	.0248	30.1	13.8	22.3	17.3	21.7	22.2	307,196	54,705	26,973	60,447	12,275	35,452	15,577
Inglewood	94.6	.0414	33.1	14.2	20.8	15.6	30.5	37.2	379,337	120,974	25,581	36,329	14,651	93,451	13,113
Lakewood	74.1	.0324	29.4	11.5	18.4	20.1	19.6	24.8	270,032	57,065	24,823	79,591	9,620	21,167	14,019
• Long Beach	361.5	.1582	34.0	15.6	15.8	15.2	33.2	153.9	1,513,527	336,239	175,393	139,656	85,786	382,151	46,296
• Los Angeles	2,978.5	1.3035	31.8	13.3	18.8	17.3	26.7	1,164.7	13,066,616	3,033,428	1,542,866	1,456,379	818,572	1,690,206	470,150
Lynwood	49.0	.0214	32.4	12.5	17.3	14.9	30.6	14.4	134,311	59,549	8,024	24,102	904	11,406	5,837
Montebello	53.8	.0235	32.1	14.0	15.8	17.6	27.8	18.4	221,673	65,280	25,358	6,046	10,236	31,933	13,443
Monterey Park	54.8	.0240	31.5	12.3	18.6	19.0	24.5	19.1	178,737	45,795	32,200	5,121	6,456	20,881	10,521
Norwalk	84.8	.0371	26.7	13.1	18.4	19.5	15.3	24.6	316,452	79,005	35,663	31,053	6,725	90,179	11,092
Pasadena	119.8	.0524	35.2	13.3	16.6	14.4	35.7	48.6	779,665	152,870	73,511	152,410	34,923	169,919	17,264
Pico Rivera	53.4	.0234	27.8	11.6	17.0	19.3	18.5	15.2	99,538	49,832	12,278	1,190	2,907	3,042	3,425
Pomona	93.2	.0408	28.4	14.1	17.7	15.3	23.1	31.5	470,065	87,018	40,183	45,782	18,627	138,371	13,586
Redondo Beach	57.2	.0250	28.7	14.0	22.2	16.4	19.5	22.5	312,998	88,757	58,796	42,129	16,375	37,137	8,611
Rosemead	42.8	.0187	30.0	11.5	18.6	14.2	26.4	13.4	142,422	32,643	13,685	28,772	7,467	10,360	6,171
Santa Monica	88.3	.0386	36.7	13.1	20.1	15.4	36.3	43.3	589,256	88,011	85,703	47,583	39,424	127,156	28,494
South Gate	67.6	.0296	34.7	12.3	17.4	14.5	35.0	23.4	188,899	64,161	13,882	14,397	5,919	41,972	7,811
Torrance	131.4	.0575	30.2	12.4	19.4	21.5	19.1	46.8	1,228,021	234,278	89,239	254,047	77,351	233,239	35,533
West Covina	81.1	.0355	28.4	11.5	17.6	22.0	16.3	24.9	496,901	87,611	38,344	111,637	29,647	102,771	17,195
Whittier	68.6	.0300	33.7	15.1	13.4	18.0	30.2	26.5	480,988	113,330	29,830	52,584	28,419	123,335	18,589
SUBURBAN TOTAL	4,173.0	1.8264	30.4	12.8	18.5	17.5	24.0	1,435.1	18,813,795	4,478,651	1,791,994	2,674,611	828,405	3,221,701	611,048
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***11,621.0***	***5.0859***	***30.5***	***13.0***	***18.5***	***17.4***	***24.3***	***4,209.9***	***52,355,735***	***12,049,419***	***5,355,435***	***7,010,010***	***2,613,527***	***8,546,824***	***1,710,248***

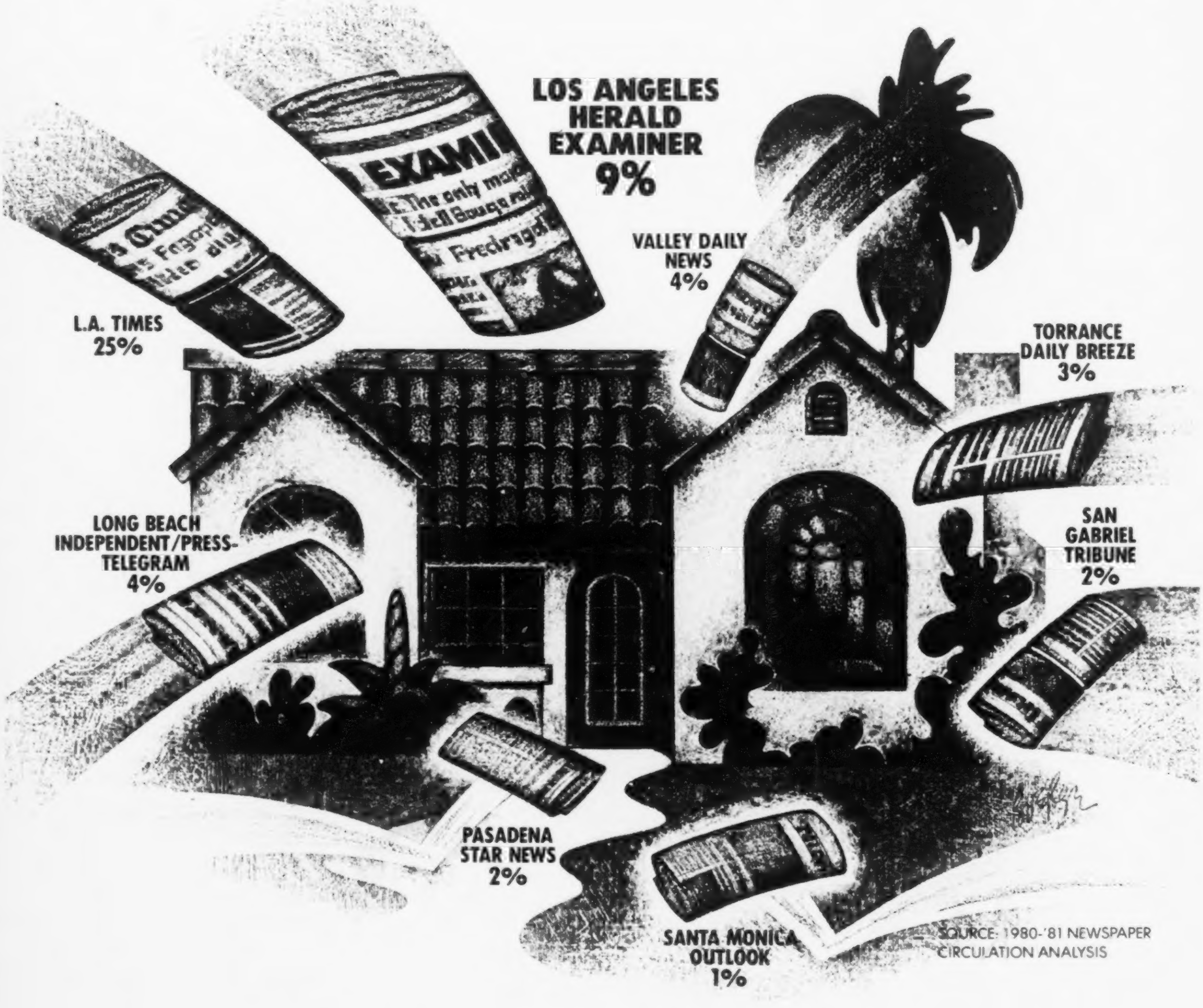


the Affluent Market
SOUTHWEST LOS ANGELES COUNTY

on tap at The Daily Breeze

Represented Nationally by Sawyer • Ferguson • Walker   Sales Office (213) 850-0777

WITHOUT THE HERALD EXAMINER, YOU'RE TOSSING AWAY L.A.


LOS ANGELES HERALD EXAMINER
9%
L.A. TIMES
25%
VALLEY DAILY NEWS
4%
TORRANCE DAILY BREEZE
3%
LONG BEACH INDEPENDENT/PRESS-TELEGRAM
4%
SAN GABRIEL TRIBUNE
2%
PASADENA STAR NEWS
2%
SANTA MONICA OUTLOOK
1%
EXAMI

SOURCE: 1980-'81 NEWSPAPER CIRCULATION ANALYSIS

When you want to reach a 50% household coverage goal in the L.A. market, you need to buy eight different newspapers. And the Herald Examiner is the number two newspaper needed to achieve that goal.

The Herald Examiner reaches almost 700,000 readers every day. People with a median income of over $22,000.

So when you're planning to cover L.A., plan on buying the Herald Examiner.

Otherwise you're tossing away your media coverage.

LOS ANGELES
HERALD EXAMINER

Represented by Hearst Advertising Services

© Walt Disney

We're Number 1

Outside of Metro Sacramento, Metro Modesto/The Modesto Bee is the Number One newspaper buy in the Sacramento ADI.

Today, The Modesto Bee leads the Stockton Record in Daily & Sunday Circulation and in population/sales growth. 1985 projections are even better.

The Modesto Bee
McCLATCHY NEWSPAPERS

CRESMER, WOODWARD, O'MARA & ORMSBEE, INC., NATIONAL REPRESENTATIVES

Sources: ABC's Fas-Fax Report, 3/31/81; 1980 U.S. Census of Population; Sales Managements' Survey of Buying Power - Calculations by Bee Research.

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MODESTO	**271.8**	**.1190**	**30.2**	**12.3**	**16.4**	**15.9**	**26.2**	**97.7**	**1,200,324**	**288,856**	**98,668**	**179,714**	**70,609**	**162,469**	**46,343**
Stanislaus	271.8	.1190	30.2	12.3	16.4	15.9	26.2	97.7	1,200,324	288,856	98,668	179,714	70,609	162,469	46,343
• Modesto	110.3	.0483	30.1	12.0	18.5	15.9	24.9	41.0	760,978	142,763	64,670	159,330	53,092	101,108	33,304
SUBURBAN TOTAL	161.5	.0707	30.3	12.5	15.0	15.9	27.1	56.7	439,346	146,093	33,998	20,384	17,517	61,361	13,039
OXNARD - SIMI VALLEY - VENTURA	**542.5**	**.2374**	**28.4**	**11.8**	**19.6**	**18.3**	**18.7**	**179.5**	**2,064,167**	**570,878**	**186,782**	**261,289**	**92,393**	**390,039**	**82,596**
Ventura	542.5	.2374	28.4	11.8	19.6	18.3	18.7	179.5	2,064,167	570,878	186,782	261,289	92,393	390,039	82,596
• Oxnard	111.5	.0488	27.0	13.8	17.9	18.4	17.2	35.3	515,396	124,773	40,359	84,220	18,909	94,185	11,881
• Simi Valley	79.2	.0347	26.1	8.3	25.9	17.8	9.1	22.6	258,014	86,228	25,744	60,325	10,298	19,167	6,645

What's The Fastest Growing County in Southern California?

VENTURA .... ☐
SAN DIEGO .... ☐
ORANGE .... ☐
SAN BERNARDINO .... ☐
LOS ANGELES .... ☐
NONE OF THE ABOVE .... ☑

Yes, the correct answer is "None of the Above." The 1980 census figures indicate that during the past decade, Ventura County grew by 40.0%, San Diego County by 37.1%, Orange County 35.9%, San Bernardino 30.9%, Santa Barbara 13.0% and Los Angeles County 6.2%

The fastest growing county in Southern California is Riverside, which grew by 45.3%

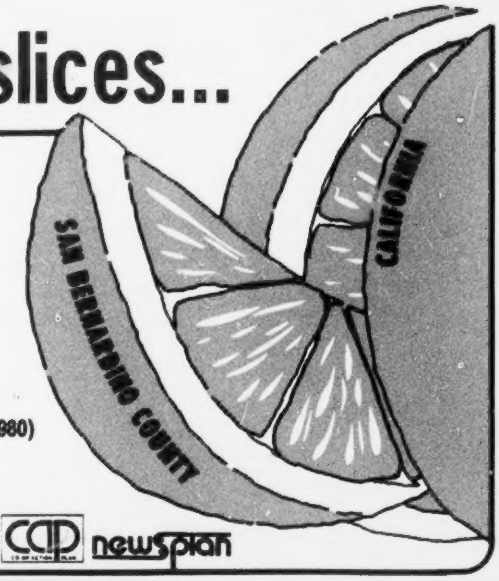
And State Department of Finance projections indicate that Riverside will continue to be the fastest growing large county in the entire **state** during the next two decades.

The principal newspaper serving Riverside County is the **Press-Enterprise.** Not surprisingly, it's one of the fastest growing papers in California, with a circulation now over 116,000 Sundays and 110,000 combined daily.

If you have a message for the residents of the fastest growing county in Southern California, we'll help you deliver it.

THE PRESS-ENTERPRISE
3512 14th Street, Riverside, Calif. 92501
(714) 684-1200
Represented nationally by
Sawyer-Ferguson-Walker Co.

one of the juiciest slices...



San Bernardino County dominates the 25th largest metro market

...with 10 billion EBI
6 billion retail sales

ONE OF THE FASTEST GROWING MAJOR METRO MARKETS IN THE NATION

with less than 9% coverage by any Los Angeles Newspaper (ABC 1980)

The Sun
San Bernardino
Gannett Newspaper Advertising Sales

CAP newsplan

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
• Ventura	76.0	.0333	31.3	11.5	17.9	18.4	25.0	30.3	509,639	111,588	37,860	69,682	31,105	155,257	12,644
SUBURBAN TOTAL	275.8	.1206	29.1	12.1	18.7	18.5	20.4	91.3	781,118	248,289	82,819	47,062	32,081	121,430	51,426
REDDING	**118.9**	**.0521**	**31.1**	**10.9**	**17.2**	**17.3**	**26.1**	**44.7**	**636,944**	**154,936**	**41,333**	**55,934**	**24,665**	**97,405**	**37,445**
Shasta	118.9	.0521	31.1	10.9	17.2	17.3	26.1	44.7	636,944	154,936	41,333	55,934	24,665	97,405	37,445
• Redding	44.9	.0197	28.7	10.2	13.9	18.3	23.0	18.2	478,852	75,676	30,462	55,033	21,771	85,932	32,524
SUBURBAN TOTAL	74.0	.0324	32.2	11.4	19.0	16.6	28.0	26.5	158,092	79,260	10,871	901	2,894	11,473	4,921
RIVERSIDE - SAN BERNARDINO - ONTARIO	**1,593.2**	**.6972**	**30.5**	**12.6**	**16.7**	**15.7**	**26.7**	**568.1**	**6,488,906**	**1,445,529**	**601,245**	**1,003,707**	**231,715**	**1,075,801**	**236,294**
Riverside	681.5	.2982	31.7	11.6	16.1	15.2	29.5	251.1	3,036,186	701,418	280,274	393,879	101,993	558,341	109,303
• Riverside	173.1	.0758	28.9	14.8	16.9	17.4	22.3	60.8	963,677	163,389	81,858	201,819	33,223	215,633	23,766
San Bernardino	911.7	.3990	29.6	13.2	17.2	16.1	24.6	317.0	3,452,720	744,111	320,971	609,828	129,722	517,460	126,991
• Ontario	91.1	.0399	28.9	12.4	18.8	15.1	23.3	31.7	343,066	90,197	26,501	22,007	10,428	77,249	11,127
• San Bernardino	119.3	.0522	31.0	12.9	16.6	15.4	28.0	44.3	951,044	94,603	89,873	276,500	62,964	176,587	21,776
SUBURBAN TOTAL	1,209.7	.5293	30.8	12.2	16.6	15.6	27.4	431.3	4,231,119	1,097,340	403,013	503,381	125,100	606,332	179,625
SACRAMENTO	**1,031.2**	**.4514**	**29.5**	**14.3**	**17.5**	**17.9**	**22.5**	**396.2**	**4,887,527**	**1,167,610**	**496,098**	**676,978**	**240,842**	**818,919**	**199,240**
Placer	120.7	.0528	32.4	11.0	15.5	18.3	27.7	44.4	572,527	162,916	70,553	5,165	11,915	135,970	32,571
Sacramento	795.4	.3482	29.5	13.8	17.9	18.2	22.0	309.3	3,849,829	868,013	378,118	666,625	214,823	594,707	145,189
• Sacramento	277.2	.1213	32.0	13.7	16.2	16.2	28.9	120.8	1,320,622	337,551	161,820	183,781	77,270	178,840	33,026
Yolo	115.1	.0504	27.0	20.9	18.1	15.5	20.1	42.5	465,171	136,681	47,427	5,188	14,104	88,242	21,480
SUBURBAN TOTAL	754.0	.3301	28.7	14.5	18.2	18.6	20.0	275.4	3,566,905	830,059	334,278	493,197	163,572	640,079	166,214

THE SACRAMENTO BEE.
STILL NUMBER ONE AND
GROWING STRONG.

Sacramento Bee		Sacramento Union	
DAILY UP 3.6%	SUNDAY UP 1.3%	DAILY DOWN 6.3%	SUNDAY DOWN 5.1%
1981 216,364 +**7,508**	241,923 + **3,118**	1981 98,516 -**6,595**	100,954 -**5,471**
1980 208,856	238,805	1980 105,111	106,425

In case you didn't know, this year's circulation marks an all-time high for The Bee. In fact, we're presently selling over twice as many papers as our closest competitor.
It all adds up. If you really want Sacramento to know, buy The Bee.

Source: Audit Bureau of Circulations for the 1st quarter ending March 31, 1980 and 1981.
Computations by Sacramento Bee Research.

The Sacramento Bee
#1 and growing with Sacramento

Cresmer, Woodword, O'Mara & Ormsbee, Inc. National Representative.

UPDATE ON THE NATION'S 6TH STRONGEST SMSA

In the San Francisco-Oakland SMSA, retail sales and buying power outrank all but five other metro areas in the country, and this is the hub of the powerful and productive marketplace dominated by the San Francisco Newspapers.

We commissioned Scarborough Research Corporation to conduct an extensive survey of this dynamic market, across the five counties that account for two-thirds of the purchases made throughout San Francisco's affluent 10-county ADI.

To learn San Francisco-Oakland's growth patterns and see our continuing strength as its dominant media, contact us for a copy of our new market study.

San Francisco Newspaper Agency
925 Mission Street
San Francisco, CA 94103
Represented nationally by Sawyer-Ferguson-Walker

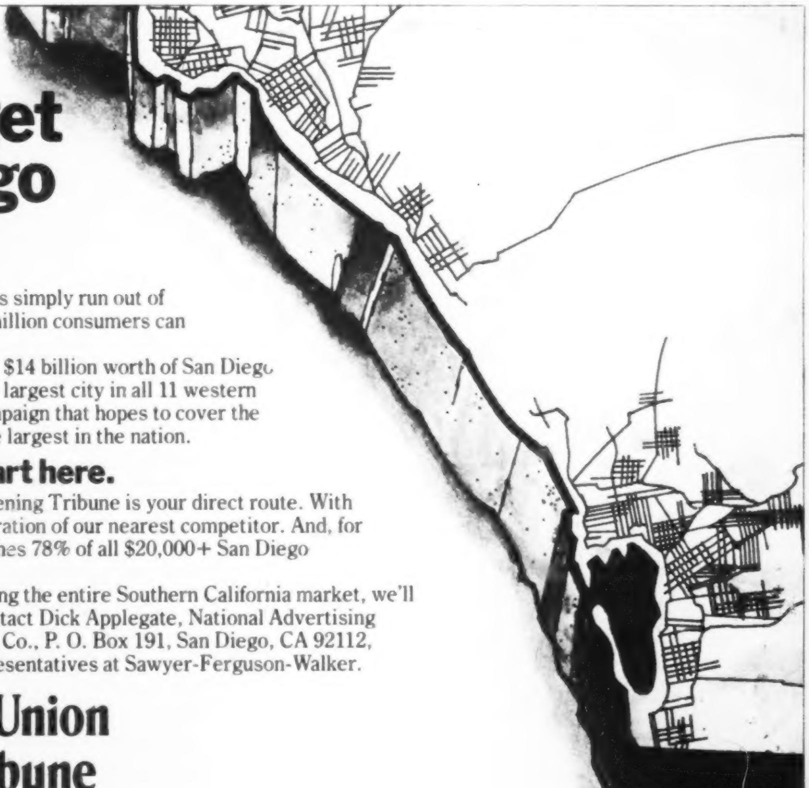
Source: S&MM Survey of Buying Power 1980.

San Francisco Chronicle
San Francisco Examiner

San Francisco Newspaper Agency Agent for San Francisco Chronicle/San Francisco Examiner

CAL. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SALINAS - SEASIDE - MONTEREY	**295.0**	**.1291**	**27.2**	**16.9**	**17.1**	**15.3**	**21.3**	**97.9**	**1,234,626**	**267,362**	**137,947**	**116,565**	**57,704**	**196,651**	**55,894**
Monterey	295.0	.1291	27.2	16.9	17.1	15.3	21.3	97.9	1,234,626	267,362	137,947	116,565	57,704	196,651	55,894
• Monterey	27.8	.0122	28.5	16.9	21.4	14.1	22.1	10.9	213,584	31,491	36,616	13,598	10,879	27,358	8,748
• Salinas	82.7	.0362	29.1	11.1	16.7	17.1	23.1	28.6	515,414	134,267	35,656	65,488	32,225	70,955	24,080
• Seaside	36.8	.0161	22.1	27.1	14.2	12.9	11.7	10.3	156,063	7,399	15,444	14,273	8,237	84,716	3,004
SUBURBAN TOTAL	147.7	.0646	27.9	17.6	17.4	15.1	22.6	48.1	349,565	94,205	50,231	23,206	6,363	13,622	20,062

You can't get to San Diego from L.A.



Los Angeles newspaper campaigns simply run out of gas before most of San Diego's 1.9 million consumers can even say hello.

And that's waving bye-bye to over $14 billion worth of San Diego buying power . . . and, to the second largest city in all 11 western states—an essential buy for any campaign that hopes to cover the total Southern California market, the largest in the nation.

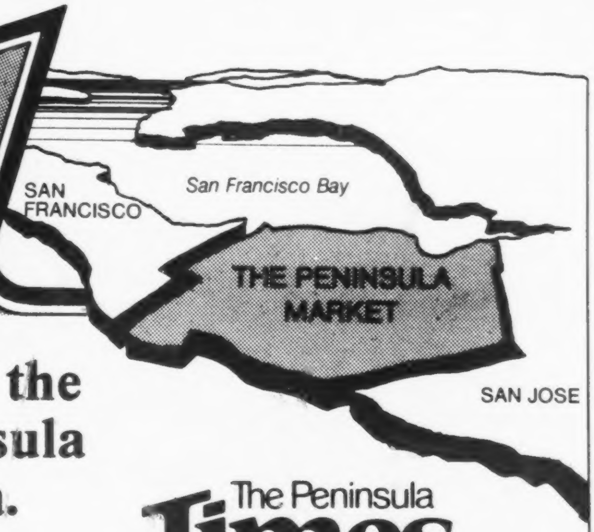
To reach San Diego, start here.

The San Diego Union and The Evening Tribune is your direct route. With more than 7 times the Sunday penetration of our nearest competitor. And, for example, a five-issue campaign reaches 78% of all $20,000+ San Diego households.

If your strategy is based on reaching the entire Southern California market, we'll help you map out a big part of it. Contact Dick Applegate, National Advertising Manager, Union-Tribune Publishing Co., P. O. Box 191, San Diego, CA 92112, (714) 299-3131, or our national representatives at Sawyer-Ferguson-Walker.

The San Diego Union
The Evening Tribune
Member of Newsplan

The one to turn to



Capture your share of the upscale, upbeat Peninsula in Northern California.

With over $13 Billion in retail sales, and more than $30 Billion in spendable income, only the Times Tribune gives you the coverage you need in the heart of the market.

Call Al Foissotte at (415) 326-1200, or your CWO&O representative to find out why The Peninsula Times Tribune is indeed the one to turn to.

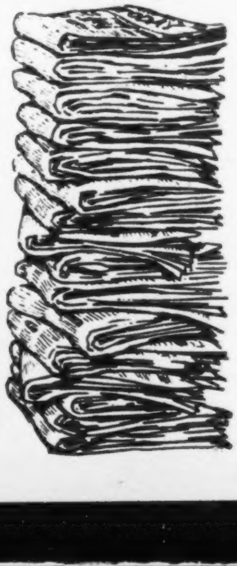
The Peninsula
Times Tribune
The First Newspaper of the Peninsula

P.O. Box 300, Palo Alto, California 94302

CAL. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SAN DIEGO	**1,904.9**	**.8337**	**28.5**	**17.0**	**17.1**	**16.0**	**22.9**	**692.5**	**8,081,133**	**1,711,228**	**824,693**	**1,348,279**	**444,045**	**1,246,308**	**223,041**
San Diego	1,904.9	.8337	28.5	17.0	17.1	16.0	22.9	692.5	8,081,133	1,711,228	824,693	1,348,279	444,045	1,246,308	223,041
Chula Vista	85.1	.0372	29.3	12.7	17.6	18.5	21.4	32.0	377,318	65,761	32,415	98,097	22,418	48,069	13,390
El Cajon	75.7	.0331	29.7	13.1	17.3	16.9	23.9	29.1	806,886	86,562	58,467	187,190	31,683	174,623	27,075
National City	49.1	.0215	24.7	26.3	18.1	14.0	16.6	14.3	366,508	52,474	16,951	84,859	8,355	99,716	6,721
Oceanside	79.3	.0347	28.0	15.7	15.3	15.4	23.8	31.0	271,995	62,819	25,589	59,689	8,778	39,412	9,949
• San Diego	889.2	.3892	28.5	17.9	17.7	15.7	22.8	338.7	3,683,071	790,538	455,722	578,426	259,531	507,248	88,706
SUBURBAN TOTAL	1,015.7	.4445	28.5	16.2	16.6	16.3	22.9	353.8	4,398,062	920,690	368,971	769,853	184,514	739,060	134,335
SAN FRANCISCO - OAKLAND	**3,266.9**	**1.4298**	**31.6**	**13.9**	**19.3**	**17.5**	**26.0**	**1,299.1**	**15,838,242**	**3,666,691**	**1,837,494**	**2,104,553**	**813,910**	**2,377,248**	**698,023**

Oakland Tribune Eastbay Today
(Eastbay circulation)
184,815



San Francisco Examiner and Chronicle
(Eastbay circulation)
127,588

See how we stack up against the competition

If you think buying the San Francisco/Oakland ADI is as simple as buying San Francisco papers, stop and consider:

Based on the 1980 U.S. Census, the East Bay (Contra Costa and Alameda counties) has almost three times the population of San Francisco. And the paper that covers more of those people is the Oakland Tribune/Eastbay TODAY. In fact, according to the latest ABC Audit, we're read by 45% more East Bay people than the San Francisco Chronicle and Examiner combined. And current circulation data shows daily combined circulation of over 215,000 and we're reaching further every day.

Oakland Tribune/Eastbay TODAY
A Gannett newspaper (415) 645-2521

If You Don't Buy Us, You're Not Buying the Bay

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Alameda	1,109.6	.4856	30.5	15.4	19.2	16.5	24.9	431.6	5,042,506	1,192,144	515,154	606,061	225,773	909,704	244,212
Alameda	63.4	.0277	29.5	17.8	16.4	15.4	25.6	25.5	270,245	75,002	27,089	21,819	7,499	58,906	22,272
Berkeley	102.5	.0449	28.3	27.7	22.1	11.8	23.4	46.0	496,444	110,861	59,858	11,781	36,535	76,758	14,234
Fremont	134.4	.0588	27.4	10.5	21.0	20.5	13.4	43.3	674,630	127,409	56,365	108,603	29,650	168,943	23,720
Hayward	94.3	.0413	28.0	15.3	19.7	17.9	18.3	34.1	760,628	134,892	55,556	135,635	38,749	188,945	45,652
● Oakland	337.8	.1478	33.4	14.2	17.4	15.1	32.2	148.6	1,300,196	302,965	152,504	138,798	59,912	222,749	59,155
San Leandro	63.6	.0278	36.3	12.1	14.1	19.2	32.4	25.8	483,897	123,338	39,337	107,112	23,967	81,221	13,190
Contra Costa	666.0	.2915	30.8	12.1	18.4	19.3	22.9	248.4	2,901,084	709,901	236,647	532,589	140,091	394,157	133,190
Concord	104.5	.0457	28.4	12.3	21.0	20.1	15.9	37.4	624,161	114,161	45,218	117,500	32,319	129,818	18,592
Richmond	74.5	.0326	31.1	13.3	18.1	16.8	26.1	28.7	284,605	38,426	14,140	84,235	23,698	45,520	4,133
Marin	224.1	.0981	32.2	11.3	21.3	20.4	23.6	90.9	1,188,225	286,372	146,265	113,002	59,349	214,275	48,947
San Francisco	676.2	.2959	34.0	14.9	19.6	15.6	32.5	299.0	3,467,185	757,895	598,346	375,343	203,396	307,300	107,206
● San Francisco	676.2	.2959	34.0	14.9	19.6	15.6	32.5	299.0	3,467,185	757,895	598,346	375,343	203,396	307,300	107,206
San Mateo	591.0	.2587	31.7	12.9	19.6	18.7	24.9	229.2	3,239,242	720,379	341,082	477,558	185,301	551,812	164,468
Daly City	79.6	.0348	29.8	14.4	20.8	19.3	19.9	28.2	527,595	78,883	47,334	130,886	51,318	80,685	21,339
Redwood City	55.0	.0241	32.2	15.3	19.6	17.1	27.4	23.3	397,444	89,158	36,365	36,953	11,555	105,490	32,611
San Mateo	77.5	.0339	34.0	12.4	18.4	17.5	30.6	33.2	583,515	97,217	62,546	106,422	19,132	83,978	23,400
South San Francisco	49.6	.0217	29.9	12.7	18.7	20.2	20.4	17.7	210,926	73,897	17,142	12,323	18,443	21,276	2,562
SUBURBAN TOTAL	2,252.9	.9861	30.7	13.5	19.6	18.5	23.1	851.5	11,070,861	2,605,831	1,086,644	1,590,412	550,602	1,847,199	531,662
SAN FRANCISCO OAKLAND-SAN JOSE CONSOLIDATED AREA	***5230.0***	***2.2880***	***30.7***	***13.8***	***18.8***	***17.5***	***24.2***	***2000.0***	***25,282,885***	***5,751,372***	***2,727,832***	***3,358,900***	***1,318,528***	***4,844,803***	***1,884,887***
SAN JOSE	1,314.1	.5751	28.7	14.3	21.4	18.0	18.4	471.2	6,713,674	1,386,948	624,713	963,010	386,724	1,234,078	246,601
Santa Clara	1,314.1	.5751	28.7	14.3	21.4	18.0	18.4	471.2	6,713,674	1,386,948	624,713	963,010	386,724	1,234,078	246,601
Mountain View	59.2	.0259	29.5	18.4	28.6	15.5	18.7	27.7	426,353	69,808	33,764	134,031	29,479	28,319	22,419
Palo Alto	55.1	.0241	32.9	12.8	19.7	19.1	26.9	23.3	447,991	61,114	56,765	85,460	13,252	67,141	6,760
● San Jose	653.3	.2859	27.7	14.2	22.9	16.8	16.5	223.2	2,692,276	596,901	241,174	353,975	175,843	501,822	83,781
Santa Clara	87.7	.0384	28.2	16.8	20.4	18.3	17.9	32.6	697,489	112,877	51,223	140,402	37,534	153,854	38,893
Sunnyvale	107.3	.0470	28.9	14.0	22.8	19.4	16.7	42.5	641,743	107,770	55,897	16,330	17,921	252,213	19,463
SUBURBAN TOTAL	660.8	.2892	29.8	14.5	20.0	19.2	20.3	248.0	4,021,398	790,047	383,539	609,035	210,881	732,256	162,820
SANTA BARBARA - SANTA MARIA - LOMPOC	301.6	.1320	29.4	16.7	18.0	16.5	23.5	111.6	1,389,430	300,252	183,182	132,808	72,521	178,794	52,218
Santa Barbara	301.6	.1320	29.4	16.7	18.0	16.5	23.5	111.6	1,389,430	300,252	183,182	132,808	72,521	178,794	52,218
● Lompoc	26.4	.0116	26.3	18.5	22.2	16.1	14.7	9.4	100,914	27,069	7,983	14,161	5,739	16,062	2,772
● Santa Barbara	74.9	.0328	37.2	13.1	15.9	14.4	37.7	33.7	559,512	124,025	86,665	53,052	35,280	81,541	21,386
● Santa Maria	40.3	.0176	29.3	13.3	18.9	16.4	22.8	15.0	361,778	46,174	24,477	42,835	19,975	67,313	14,558
SUBURBAN TOTAL	160.0	.0700	27.3	19.0	18.2	17.5	18.4	53.5	367,226	102,984	64,057	22,760	11,527	13,878	13,502

In Marin County, California, MONEY makes the difference!

At first glance, Marin may seem like a small place. Its **224,100** county population is the smallest in the Bay Area. But our people have *big* purchasing power. At **$12,853** annually, Marin residents have the highest per capita Average Effective Buying Income of any citizens in the State. And last year, they spent it to the tune of **$1,188,225,000** in Total Retail Sales.

The INDEPENDENT JOURNAL is the only daily newspaper published in Marin County. With a franchise of loyalty built over more than 100 years, the IJ is read by **57.8%** of Marin's adults every day, and by **80.7%** of them in a five-day period. That's penetration you can't afford to ignore!

When you buy the Bay Area, don't leave your bucks in San Francisco. Remember Marin's big spenders and remember the Independent Journal. It's a combination you can't afford to ignore!

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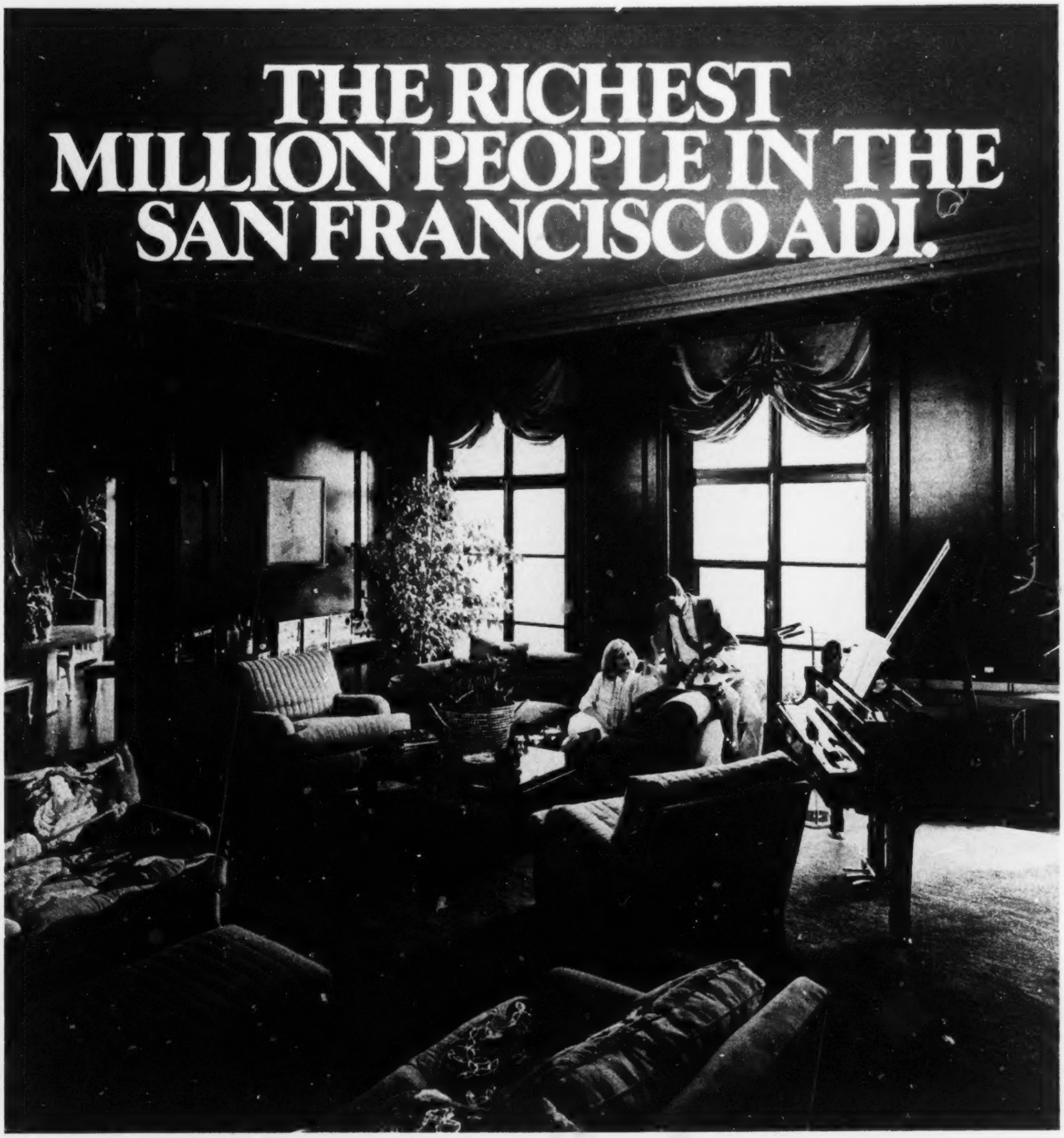
Sources: S&MM 1981 Survey of Buying Power, Market Opinion Research



Santa Clara County's 1.3 million people have an average household EBI of $31,726, the highest in the ADI.*

The Mercury News really reaches The San Jose SMSA (Santa Clara County): 58% daily, 5-issue reach 75%. The San Francisco Chronicle/Examiner barely reaches 12% on a good day. That's why the Mercury News is #1 in display, classified and total linage in the Bay Area.

THE SAN JOSE MERCURY NEWS

Reaching California's richest
million people.

*Among major counties. Source: Sales and Marketing Management Survey of Buying Power, 1981. San Jose "CMS," 1980, Belden. Represented by KNIGHT-RIDDER NEWSPAPER SALES.

CAL. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SANTA CRUZ	**193.4**	**.0846**	**33.2**	**13.5**	**14.3**	**14.1**	**33.4**	**74.1**	**885,935**	**225,020**	**92,239**	**87,017**	**32,103**	**139,214**	**40,179**
Santa Cruz	193.4	.0846	33.2	13.5	14.3	14.1	33.4	74.1	885,935	225,020	92,239	87,017	32,103	139,214	40,179
● Santa Cruz	42.2	.0185	34.6	17.6	12.2	13.2	36.3	17.5	379,580	78,521	41,279	31,136	18,570	83,583	9,963
SUBURBAN TOTAL	151.2	.0661	32.9	12.4	14.8	14.4	32.5	56.6	506,355	146,499	50,960	55,881	13,533	55,631	30,216
SANTA ROSA	**307.5**	**.1345**	**32.1**	**12.0**	**16.2**	**15.2**	**30.2**	**118.8**	**1,448,060**	**371,532**	**133,985**	**158,721**	**65,448**	**200,370**	**54,522**
Sonoma	307.5	.1345	32.1	12.0	16.2	15.2	30.2	118.8	1,448,060	371,532	133,985	158,721	65,448	200,370	54,522
● Santa Rosa	86.2	.0377	34.0	12.3	15.2	15.7	32.7	36.1	636,921	107,179	59,444	121,934	43,954	82,561	30,576
SUBURBAN TOTAL	221.3	.0968	31.5	11.9	16.6	15.0	29.1	82.7	811,139	264,353	74,541	36,787	21,494	117,809	23,946
STOCKTON	**352.3**	**.1542**	**31.0**	**12.9**	**16.1**	**16.4**	**27.2**	**127.5**	**1,478,468**	**366,448**	**134,010**	**177,125**	**73,707**	**262,559**	**74,741**
San Joaquin	352.3	.1542	31.0	12.9	16.1	16.4	27.2	127.5	1,478,468	366,448	134,010	177,125	73,707	262,559	74,741
● Stockton	153.6	.0672	30.8	15.3	15.3	15.3	28.3	58.6	724,242	131,933	70,311	155,080	40,012	140,944	24,071
SUBURBAN TOTAL	198.7	.0870	31.1	11.1	16.4	17.3	26.3	68.9	754,226	234,515	63,699	22,045	33,695	121,615	50,670
VALLEJO - FAIRFIELD - NAPA	**341.5**	**.1495**	**29.2**	**14.6**	**17.5**	**16.3**	**23.5**	**120.8**	**1,282,709**	**326,201**	**130,840**	**132,625**	**53,446**	**233,287**	**65,661**
Napa	100.8	.0441	33.6	12.4	15.6	16.4	31.4	37.6	383,324	110,398	39,240	31,760	15,146	62,651	16,935
● Napa	52.1	.0228	31.2	12.3	18.1	16.5	26.6	20.4	324,066	91,767	27,707	31,246	14,202	57,767	14,216
Solano	240.7	.1054	27.6	15.5	18.3	16.3	20.2	83.2	899,385	215,803	91,600	100,865	38,300	170,636	48,726
● Fairfield	59.2	.0259	24.4	16.7	20.5	18.0	10.0	18.6	241,586	31,49[illegible]	21,469	46,669	11,232	52,790	14,779
● Vallejo	81.2	.0355	30.2	14.6	15.8	15.2	27.2	30.7	348,384	78,522	22,514	48,862	18,178	92,059	16,858
SUBURBAN TOTAL	149.0	.0653	30.3	14.6	17.0	16.2	25.8	51.1	368,673	124,413	59,150	5,848	9,834	30,671	19,808
VISALIA - TULARE - PORTERVILLE	**250.8**	**.1098**	**29.2**	**11.8**	**15.7**	**15.1**	**25.9**	**82.8**	**969,270**	**256,163**	**58,877**	**124,049**	**32,302**	**207,924**	**34,218**
Tulare	250.8	.1098	29.2	11.8	15.7	15.1	25.9	82.8	969,270	256,163	58,877	124,049	32,302	207,924	34,218
● Porterville	20.4	.0089	26.8	12.9	12.0	14.5	25.7	6.9	166,105	52,590	8,812	23,185	4,159	35,514	4,907
● Tulare	22.9	.0100	27.9	9.9	10.9	16.1	26.2	8.0	135,883	40,229	7,713	4,387	6,093	26,960	6,848
● Visalia	52.2	.0228	28.5	11.5	13.4	17.0	24.3	18.9	441,687	75,301	27,630	95,629	15,857	102,658	15,423
SUBURBAN TOTAL	155.3	.0681	29.8	12.1	17.6	14.4	26.4	49.0	225,595	88,043	14,722	848	6,193	42,792	7,040
YUBA CITY	**103.3**	**.0451**	**28.6**	**13.1**	**18.5**	**16.6**	**21.5**	**37.2**	**375,698**	**107,323**	**32,370**	**28,245**	**14,337**	**54,618**	**34,229**
Sutter	53.1	.0232	29.9	12.0	17.6	17.0	24.1	19.3	209,673	61,109	15,843	17,442	6,705	28,842	20,629
● Yuba City	19.1	.0084	27.3	14.7	15.0	15.5	22.9	8.0	149,034	48,113	9,941	7,084	4,289	20,334	16,495
Yuba	50.2	.0219	27.3	14.1	19.6	16.2	18.8	17.9	166,025	46,214	16,527	10,803	7,632	25,776	13,600
SUBURBAN TOTAL	84.2	.0367	28.8	12.7	19.4	16.8	21.2	29.2	226,664	59,210	22,429	21,161	10,048	34,284	17,734
OTHER COUNTIES															
Alpine	1.1	.0005	32.2	6.5	20.5	15.2	29.1	.4	1,641	299	653	105			
Amador	19.9	.0087	37.3	9.9	14.5	15.3	37.1	7.8	97,348	34,520	7,063	5,444	2,909	22,550	2,236
Calaveras	21.3	.0093	40.5	8.0	13.8	15.8	40.0	8.3	51,079	20,678	6,347	438	2,378	2,423	2,757
Colusa	12.8	.0056	32.7	10.3	15.2	16.1	30.5	4.7	44,513	15,727	6,191	1,945	1,248	3,675	3,386
Del Norte	18.5	.0081	31.4	10.1	15.4	16.6	27.8	7.0	71,387	23,966	10,069	1,712	1,956	6,119	1,486
El Dorado	89.3	.0391	32.7	10.3	16.6	18.0	28.2	34.1	394,194	108,350	49,068	9,834	12,456	33,585	26,779
Glenn	21.7	.0095	33.4	9.7	14.3	16.2	31.4	7.9	71,753	23,716	7,480	2,366	1,311	9,803	1,436
Humboldt	108.7	.0476	29.4	15.4	16.9	15.8	24.7	42.2	461,663	136,984	45,522	29,677	13,835	56,137	34,398
Imperial	93.7	.0410	27.6	11.4	15.4	16.2	22.4	28.8	361,886	106,380	27,510	52,658	9,389	43,331	19,668
Inyo	18.1	.0079	35.6	8.5	14.9	17.3	33.4	7.4	94,752	20,311	12,567	3,837	1,154	14,524	3,111
Kings	74.4	.0326	26.7	14.4	18.6	14.8	19.8	24.0	248,651	68,460	20,217	20,667	8,437	51,275	11,722
Lake	37.7	.0165	48.4	5.9	10.3	13.3	48.6	15.8	126,166	51,923	8,723	858	5,017	19,350	6,796
Lassen	22.1	.0096	31.1	14.4	14.9	17.5	26.7	7.6	78,870	22,868	7,003	2,372	1,306	14,705	7,020
Madera	65.0	.0284	30.8	10.6	14.3	15.7	28.3	21.7	191,585	57,120	20,288	3,409	6,069	29,170	10,038
Mariposa	11.5	.0050	36.9	12.7	13.3	14.8	37.2	4.3	31,243	10,915	2,083	307	287	246	696
Mendocino	68.1	.0298	32.1	9.8	15.8	16.3	29.1	25.8	329,989	97,860	36,503	13,588	9,315	47,002	21,034
Merced	137.1	.0600	27.2	13.4	16.3	16.4	20.7	45.8	464,712	127,757	42,515	48,602	15,893	76,231	21,628
Modoc	8.7	.0038	35.6	8.5	14.6	16.8	33.8	3.3	30,838	5,247	2,413	792	752	7,478	1,151

STOCKTON Metro No. 2

in the Sacramento-STOCKTON ADI

Ranked 21st Nationally

Sacramento/Stockton ADI
Sacramento
San Francisco
Stockton

1st in metro FOOD SALES GROWTH

METRO AREA	'80 Total Food Sales ($000)	'76-'80 Food Sales GROWTH INDEX
Stockton	366,448	1.81
Sacramento	1,167,610	1.56

in SACRAMENTO-STOCKTON ADI

Dominated by ONE newspaper, the Stockton RECORD, reaching over 141,000 adults; maximum "outside" daily (S.F.Chron.) newspaper coverage less than 9%.

Sources: 1981 S&MM Survey of Buying Power; CIRCULATION '80/'81

ADVERTISING REPRESENTATIVES: GANNETT NEWSPAPER ADVERTISING SALES

CAL. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Mono	9.0	.0040	30.8	12.4	18.9	18.6	23.5	3.7	46,966	15,947	9,167	740	779	166	984
Nevada	53.8	.0235	39.1	8.4	13.0	14.8	39.3	20.9	216,868	57,681	23,410	6,259	4,846	21,467	7,869
Plumas	17.8	.0078	35.2	8.3	13.9	18.1	32.3	6.9	76,427	19,134	7,010	11,696	635	10,929	3,171
San Benito	25.5	.0111	29.2	11.8	15.2	15.2	26.0	8.1	85,616	25,982	4,205	931	1,732	9,737	3,233
San Luis Obispo	159.4	.0697	30.6	18.1	15.2	13.9	29.3	60.4	635,041	172,041	82,810	31,274	28,192	91,557	27,008
Sierra	3.1	.0013	39.9	7.3	13.1	17.6	38.3	1.3	4,795	727	851	223		1,067	246
Siskiyou	40.2	.0176	34.0	10.3	14.9	17.5	31.1	15.4	144,567	52,843	14,583	2,162	2,579	13,277	7,050
Tehama	39.6	.0174	32.7	10.3	16.3	16.8	29.5	15.0	152,537	37,148	10,862	4,483	2,539	32,721	3,002
Trinity	12.2	.0053	33.6	7.9	16.2	16.8	30.9	4.7	21,850	9,042	2,346	2,099	170	398	1,105
Tuolumne	35.0	.0153	35.1	9.7	15.7	17.3	32.9	13.1	138,468	44,042	14,792	1,266	4,231	14,613	11,155
TOTAL METRO COUNTIES	**22,754.5**	**9.9585**	**30.3**	**13.7**	**18.4**	**17.1**	**24.2**	**8,367.8**	**103,478,984**	**23,871,614**	**10,589,277**	**13,819,620**	**5,215,439**	**16,742,193**	**3,782,308**
TOTAL STATE	**23,979.8**	**10.4945**	**30.3**	**13.6**	**18.2**	**17.1**	**24.4**	**8,814.2**	**106,154,389**	**25,239,282**	**11,071,528**	**14,079,364**	**5,354,854**	**17,375,729**	**4,022,473**

CAL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
ANAHEIM - SANTA ANA - GARDEN GROVE	**20,095,279**	**25,925**	**3.2**	**9.2**	**24.3**	**52.6**	**1.0498**
Orange	20,095,279	25,925	3.2	9.2	24.3	52.6	1.0498
● Anaheim	2,187,315	24,474	3.4	9.9	27.2	48.4	.1131
Buena Park	575,035	25,649	2.5	7.7	29.6	52.3	.0327
Costa Mesa	779,670	22,580	3.9	11.6	26.3	43.6	.0612
Fullerton	1,159,001	26,638	3.0	8.4	23.7	54.3	.0587
● Garden Grove	1,103,896	25,150	2.9	8.5	28.8	50.5	.0576
Huntington Beach	1,803,911	27,954	2.5	7.1	23.0	59.3	.0903
La Habra	441,737	25,387	3.4	9.0	26.4	51.1	.0241
Newport Beach	1,115,306	29,760	3.2	8.1	18.7	58.1	.0542
Orange	895,167	25,711	3.4	9.1	24.0	52.1	.0540
● Santa Ana	1,503,684	20,710	4.7	13.4	29.3	37.4	.0955
Westminster	646,134	26,066	2.8	8.0	26.3	53.5	.0431
SUBURBAN TOTAL	15,300,384	26,976	3.1	8.6	22.8	55.3	.7836
BAKERSFIELD	**2,982,419**	**18,467**	**5.7**	**13.3**	**27.4**	**32.2**	**.1736**
Kern	2,982,419	18,467	5.7	13.3	27.4	32.2	.1736
● Bakersfield	893,149	20,042	5.0	11.1	24.5	37.5	.0666
SUBURBAN TOTAL	2,089,270	17,935	6.0	14.1	28.6	30.0	.1070
CHICO	**1,098,457**	**15,283**	**7.5**	**14.4**	**25.0**	**25.9**	**.0619**
Butte	1,098,457	15,283	7.5	14.4	25.0	25.9	.0619
● Chico	194,848	14,584	6.8	12.8	22.6	26.4	.0157
SUBURBAN TOTAL	903,609	15,406	7.7	14.7	25.5	25.7	.0462

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
FRESNO	**3,774,004**	**17,551**	**6.3**	**14.0**	**26.3**	**30.6**	**.2217**
Fresno	3,774,004	17,551	6.3	14.0	26.3	30.6	.2217
● Fresno	1,667,085	17,432	6.1	13.0	26.0	30.4	.1054
SUBURBAN TOTAL	2,106,919	17,646	6.4	14.9	26.5	31.0	.1163
LOS ANGELES - LONG BEACH	**68,250,824**	**21,231**	**4.4**	**11.8**	**25.8**	**40.5**	**3.5761**
Los Angeles	68,250,824	21,231	4.4	11.8	25.8	40.5	3.5761
Alhambra	602,498	20,136	4.9	12.0	27.6	37.0	.0333
Arcadia	604,308	26,674	3.0	9.6	21.5	53.8	.0327
Baldwin Park	287,150	18,820	4.4	13.6	34.9	29.6	.0160
Bellflower	456,834	20,378	4.0	12.5	31.6	34.9	.0260
Burbank	848,080	21,900	4.0	13.0	27.9	41.1	.0422
Carson	584,650	25,686	2.6	8.9	28.2	52.2	.0374
Compton	389,455	16,840	5.8	16.0	33.6	22.6	.0239
Downey	874,392	25,616	2.6	9.0	26.5	51.8	.0509
El Monte	465,838	17,090	5.7	16.5	32.4	25.0	.0311
Gardena	418,012	23,716	4.0	9.9	27.2	46.0	.0228
Glendale	1,511,824	21,019	4.5	12.2	25.1	40.6	.0798
Hawthorne	516,481	22,185	3.6	12.6	31.6	40.5	.0287
Inglewood	800,296	19,579	4.4	14.2	30.5	34.3	.0421
Lakewood	694,541	26,512	2.0	6.9	28.4	55.7	.0340
● Long Beach	3,427,841	18,426	5.4	12.2	24.9	34.0	.1731
● Los Angeles	27,419,425	19,067	5.1	13.3	24.8	36.0	1.4223
Lynwood	288,306	18,488	5.0	13.2	33.8	28.5	.0164

Los Angeles Times
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CAL. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Montebello	466,533	22,583	3.7	11.1	27.9	43.3	.0245
Monterey Park	522,790	24,979	2.8	9.8	26.3	49.9	.0248
Norwalk	604,056	23,535	2.4	8.4	35.8	44.1	.0339
Pasadena	1,247,004	19,248	5.6	12.5	23.5	37.5	.0691
Pico Rivera	363,061	22,970	3.1	9.9	33.6	42.9	.0178
Pomona	664,754	19,374	5.3	13.3	29.0	33.5	.0411
Redondo Beach	576,442	24,272	3.4	8.8	27.3	47.7	.0306
Rosemead	266,537	18,696	5.0	13.0	31.5	30.5	.0155
Santa Monica	988,098	18,802	5.0	13.8	25.1	35.3	.0533
South Gate	443,294	17,544	5.1	16.0	32.1	26.7	.0240
Torrance	1,384,252	28,393	2.2	7.3	22.6	60.0	.0878
West Covina	765,402	28,803	1.9	5.8	23.5	62.4	.0436
Whittier	748,962	24,544	3.9	9.8	23.3	48.8	.0416
SUBURBAN TOTAL	37,403,558	23,111	3.8	10.6	26.4	44.8	1.9807
LOS ANGELES - LONG BEACH - ANAHEIM CONSOLIDATED AREA	***104,634,704***	***21,683***	***4.4***	***11.6***	***25.9***	***41.4***	***5.5275***
MODESTO	**2,335,716**	**20,456**	**5.6**	**12.3**	**23.7**	**39.5**	**.1255**
Stanislaus	2,335,716	20,456	5.6	12.3	23.7	39.5	.1255
• Modesto	1,059,061	23,437	4.5	9.8	22.5	46.4	.0625
SUBURBAN TOTAL	1,276,655	18,447	6.5	14.1	24.7	34.4	.0630
OXNARD - SIMI VALLEY - VENTURA	**4,135,231**	**21,308**	**4.2**	**12.1**	**31.1**	**37.9**	**.2257**
Ventura	4,135,231	21,308	4.2	12.1	31.1	37.9	.2257
• Oxnard	708,051	18,271	5.4	16.1	33.4	28.2	.0453
• Simi Valley	551,018	23,628	2.2	7.8	39.8	43.4	.0301
• Ventura	698,966	21,184	4.5	11.8	29.1	38.0	.0417
SUBURBAN TOTAL	2,177,196	21,720	4.2	11.7	28.8	40.2	.1086
REDDING	**945,775**	**19,300**	**5.5**	**12.2**	**28.0**	**33.9**	**.0563**
Shasta	945,775	19,300	5.5	12.2	28.0	33.9	.0563
• Redding	390,020	19,633	5.1	11.9	28.9	33.5	.0296
SUBURBAN TOTAL	555,755	19,075	5.8	12.4	27.3	34.2	.0267
RIVERSIDE - SAN BERNARDINO - ONTARIO	**12,153,370**	**18,637**	**5.6**	**13.3**	**27.6**	**32.6**	**.6759**
Riverside	5,219,072	17,692	5.9	14.0	26.5	30.8	.2977
• Riverside	1,429,392	20,995	4.4	11.3	26.8	39.2	.0845
San Bernardino	6,934,298	19,354	5.4	12.8	28.3	34.0	.3782
• Ontario	633,608	18,653	5.4	13.2	31.2	29.9	.0361
• San Bernardino	877,487	16,934	6.1	14.2	27.6	28.2	.0642
SUBURBAN TOTAL	9,212,883	18,498	5.8	13.5	27.4	32.4	.4911
SACRAMENTO	**9,404,593**	**21,252**	**4.5**	**11.7**	**27.4**	**39.8**	**.5012**
Placer	1,002,989	20,336	4.4	11.5	28.4	36.7	.0560

Sacramento is a 2-newspaper market

High newspaper readership

Sacramento is the only large Metro Market in the West where 2 newspapers compete head-to-head in the morning. Duplication is low. News interest is high. Combined, the two newspapers deliver a daily 69% penetration of the SMSA, the highest of any major western city.

Western market newspaper penetration

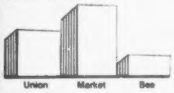
Sacramento	Union/Bee	69%
Seattle	Post/Intell./Times	56%
Portland	Oregonian/Journal	53%
San Jose	Mercury/News	44%
Los Angeles	Times/Her. Examiner	30%
San Francisco	Chronicle/Examiner	27%

The Sacramento Bee
The Sacramento Union
Shuttle: piggyback to Florida

A two-newspaper market

The Sacramento SMSA has grown 67% during the period 1967-1981. In that same period, The Union showed a remarkable 42% growth, while The Bee grew only 22%. The Bee's share of the SMSA has shrunk from 60% to 44% in 14 years.

Market & Circulation Growth 1967-1981



The Union reaches more than 227,000 daily adult readers. Today, high readership and low duplication make The Union a Must Sacramento Buy.

The Sacramento Union

California's new basic buy

Represented nationally by Branham Newspaper Sales

SOURCE:
Calculations by The Sacramento Union Marketing Research Department, based on ABC reports.

S&MM'S FOUR SURVEY ISSUES

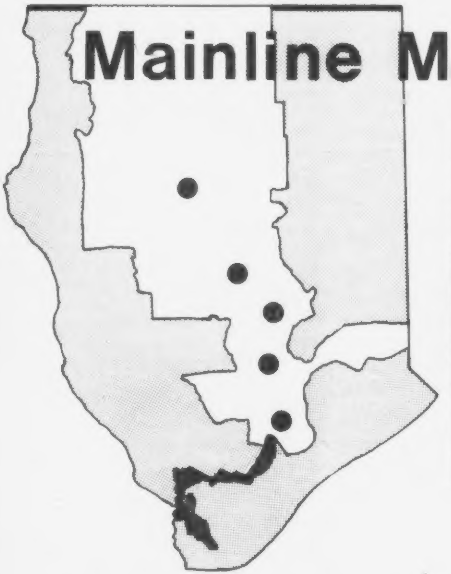
Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

CAL. (cont.)

S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Sacramento	7,516,624	21,884	4.4	11.4	26.8	41.6	.3964
• Sacramento	2,622,473	18,599	5.5	13.0	25.6	34.1	.1376
Yolo	384,980	18,106	5.8	13.5	29.4	30.3	.0488
SUBURBAN TOTAL	6,782,120	22,321	4.1	11.1	28.1	42.4	.3636
SALINAS - SEASIDE - MONTEREY	**2,394,491**	**19,612**	**5.1**	**14.1**	**28.3**	**35.1**	**.1301**
Monterey	2,394,491	19,612	5.1	14.1	28.3	35.1	.1301
• Monterey	261,207	20,480	4.9	13.5	29.3	36.7	.0163
• Salinas	654,981	20,608	4.6	11.7	28.6	37.3	.0413
• Seaside	229,084	15,579	6.3	20.2	33.1	19.3	.0144
SUBURBAN TOTAL	1,249,219	19,959	5.2	14.4	26.8	36.8	.0581
SAN DIEGO	**15,625,655**	**18,858**	**5.3**	**14.2**	**28.7**	**32.7**	**.8483**
San Diego	15,625,655	18,858	5.3	14.2	28.7	32.7	.8483
Chula Vista	676,158	19,727	4.4	13.2	30.9	34.2	.0378
El Cajon	617,279	19,595	5.2	12.2	31.1	33.0	.0487
National City	328,023	15,631	7.1	18.4	32.4	20.1	.0247
Oceanside	593,657	16,625	6.8	16.8	28.5	26.8	.0318
• San Diego	7,601,516	18,297	5.3	14.5	27.4	32.3	.4017
SUBURBAN TOTAL	8,024,139	19,361	5.2	13.9	30.2	33.1	.4466
SAN FRANCISCO - OAKLAND	**35,236,361**	**23,993**	**3.7**	**9.9**	**23.9**	**47.5**	**1.7490**
Alameda	10,829,390	22,450	4.2	10.4	24.9	43.4	.5521
Alameda	672,701	21,652	4.2	12.2	26.1	42.1	.0325
Berkeley	1,027,983	16,889	6.2	13.8	23.3	31.6	.0527
Fremont	1,295,014	28,522	1.7	5.2	23.9	63.0	.0684
Hayward	840,150	23,776	3.1	9.5	30.6	45.7	.0550
• Oakland	3,197,168	17,900	5.5	12.8	25.9	31.9	.1581
San Leandro	697,151	25,457	3.3	8.9	25.5	51.2	.0398



Northern California's

Mainline Markets

sau STANDARD AD UNIT

	FLAT RATE	GROUP RATE
REDDING RECORD SEARCHLIGHT	.54	.46
CHICO ENTERPRISE RECORD	.35	.31
OROVILLE MERCURY REGISTER	.23	.19
MARYSVILLE APPEAL DEMOCRAT	.33	.29
SACRAMENTO THE UNION	1.29	.99
TOTAL	2.74	2.24

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Allowance should be made for the 6 column format in Redding.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

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General Motors
Jim Beam
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CAL. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Contra Costa	6,927,077	25,640	3.0	8.4	24.5	52.0	.3393
Concord	997,710	26,308	2.4	7.6	26.8	54.7	.0560
Richmond	626,674	20,274	4.3	11.8	29.2	35.5	.0326
Marin	2,880,455	28,062	2.9	8.4	20.6	57.3	.1359
San Francisco	7,309,427	19,576	4.8	12.5	25.0	37.5	.3685
• San Francisco	7,309,427	19,576	4.8	12.5	25.0	37.5	.3685
San Mateo	7,290,012	28,569	2.6	7.4	21.2	59.5	.3532
Daly City	769,742	26,048	2.5	8.5	26.3	53.2	.0446
Redwood City	617,188	24,952	3.3	9.6	25.0	49.9	.0342
San Mateo	1,002,737	27,643	2.8	8.6	21.3	56.8	.0526
South San Francisco	498,491	27,000	2.2	6.9	25.4	56.7	.0246
SUBURBAN TOTAL	24,729,766	26,337	3.1	8.4	23.2	53.6	1.2224
SAN FRANCISCO OAKLAND-SAN JOSE CONSOLIDATED AREA	***55,374,080***	***24,510***	***3.7***	***8.8***	***23.4***	***48.8***	***2.7882***

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SAN JOSE	**14,949,499**	**29,239**	**2.8**	**7.2**	**19.9**	**60.3**	**.7355**
Santa Clara	14,949,499	29,239	2.8	7.2	19.9	60.3	.7355
Mountain View	817,504	27,572	2.6	8.5	23.5	56.6	.0410
Palo Alto	823,930	31,184	3.0	7.8	17.8	60.9	.0415
• San Jose	6,550,202	28,119	3.1	7.5	20.5	58.1	.3213
Santa Clara	977,136	28,640	2.9	7.7	20.8	58.9	.0563
Sunnyvale	1,364,228	30,862	2.1	6.4	20.2	64.6	.0669
SUBURBAN TOTAL	8,399,297	30,409	2.5	7.0	19.3	62.3	.4142
SANTA BARBARA - SANTA MARIA - LOMPOC	**2,667,543**	**20,730**	**5.0**	**12.4**	**26.1**	**39.1**	**.1432**
Santa Barbara	2,667,543	20,730	5.0	12.4	26.1	39.1	.1432
• Lompoc	202,963	20,376	5.7	12.5	29.9	35.6	.0110
• Santa Barbara	708,510	17,134	5.8	14.1	25.2	30.9	.0435
• Santa Maria	343,271	21,177	5.0	11.6	29.1	38.5	.0242
SUBURBAN TOTAL	1,412,799	23,044	4.4	11.5	25.2	45.1	.0645

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CAL. (cont.)
S&MM ESTIMATES

SS EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SANTA CRUZ	**1,457,633**	**16,190**	**6.2**	**13.7**	**23.8**	**29.1**	**.0847**
Santa Cruz	1,457,633	16,190	6.2	13.7	23.8	29.1	.0847
• Santa Cruz	311,542	13,419	6.8	13.9	21.2	24.6	.0241
SUBURBAN TOTAL	1,146,091	17,073	6.0	13.6	24.5	30.5	.0606
SANTA ROSA	**2,574,188**	**18,882**	**5.2**	**12.2**	**25.5**	**33.8**	**.1428**
Sonoma	2,574,188	18,882	5.2	12.2	25.5	33.8	.1428
• Santa Rosa	823,077	20,498	4.9	11.9	23.0	38.6	.0500
SUBURBAN TOTAL	1,751,111	18,262	5.4	12.3	26.5	31.8	.0928
STOCKTON	**2,878,284**	**19,975**	**5.1**	**11.3**	**26.2**	**36.3**	**.1560**
San Joaquin	2,878,284	19,975	5.1	11.3	26.2	36.3	.1560
• Stockton	1,274,356	18,747	5.5	11.3	24.7	34.1	.0711
SUBURBAN TOTAL	1,603,928	20,907	4.7	11.3	27.5	38.2	.0849
VALLEJO - FAIRFIELD - NAPA	**2,614,040**	**19,227**	**5.0**	**13.7**	**29.7**	**32.8**	**.1419**
Napa	676,676	16,628	5.6	14.9	33.3	22.0	.0395
• Napa	363,961	17,021	5.3	15.1	35.0	21.6	.0247
Solano	1,937,364	20,723	4.8	13.1	28.2	37.6	.1024
• Fairfield	465,553	22,216	3.4	12.6	31.5	41.0	.0255
• Vallejo	671,978	20,396	4.8	13.1	27.9	36.1	.0365
SUBURBAN TOTAL	1,112,548	18,516	5.7	13.8	28.1	32.2	.0552
VISALIA - TULARE - PORTERVILLE	**1,628,199**	**16,205**	**7.1**	**16.3**	**26.1**	**27.6**	**.0970**
Tulare	1,628,199	16,205	7.1	16.3	26.1	27.6	.0970
• Porterville	121,869	14,058	7.4	13.0	25.9	21.6	.0103
• Tulare	149,445	15,736	7.4	16.4	25.2	27.2	.0103
• Visalia	443,596	20,534	5.2	12.6	24.5	38.5	.0305
SUBURBAN TOTAL	913,289	15,316	7.8	18.3	26.6	24.3	.0459
YUBA CITY	**701,636**	**15,688**	**6.8**	**18.0**	**28.1**	**24.3**	**.0402**
Sutter	399,983	17,883	6.3	14.9	28.2	30.5	.0222
• Yuba City	146,715	16,396	7.4	15.4	29.8	24.9	.0103
Yuba	301,653	14,019	7.2	21.3	28.1	17.7	.0180
SUBURBAN TOTAL	554,921	15,507	6.6	18.7	27.8	24.1	.0299
OTHER COUNTIES							
Alpine	8,273	17,625	1.5	16.8	25.9	31.0	.0003
Amador	143,556	16,262	5.1	17.1	30.3	23.9	.0088
Calaveras	144,401	14,702	6.5	15.8	28.5	20.5	.0074
Colusa	108,734	18,481	5.8	13.7	25.3	34.9	.0055
Del Norte	127,678	16,746	5.4	15.8	33.7	22.6	.0074
El Dorado	639,746	16,842	6.2	14.8	30.5	25.6	.0376
Glenn	164,580	17,859	5.9	14.8	28.1	30.7	.0087
Humboldt	953,350	20,069	5.2	11.2	28.0	35.7	.0503
Imperial	525,957	15,531	6.9	17.3	28.1	23.6	.0338
Inyo	153,629	19,204	4.5	10.8	30.6	31.2	.0087
Kings	490,786	16,879	6.4	16.1	28.2	28.2	.0277
Lake	210,419	10,134	9.4	16.5	21.9	12.2	.0131
Lassen	139,491	16,335	5.8	16.8	32.6	22.3	.0081
Madera	420,039	16,064	7.2	15.8	26.1	27.1	.0232
Mariposa	55,069	10,751	9.4	20.8	25.0	7.4	.0035
Mendocino	502,424	17,114	5.8	14.2	29.4	27.1	.0300
Merced	943,432	17,383	6.0	15.6	27.9	29.9	.0525
Modoc	57,423	15,278	8.7	15.1	29.5	21.4	.0033
Mono	61,842	16,517	5.1	15.1	41.0	15.2	.0040
Nevada	372,881	15,408	6.3	15.8	29.2	22.2	.0216
Plumas	136,243	17,844	4.5	14.6	34.1	26.0	.0078
San Benito	168,737	17,865	5.3	14.5	29.3	29.8	.0096
San Luis Obispo	1,115,200	15,285	7.0	15.0	27.7	23.1	.0644
Sierra	25,067	15,000	4.9	15.6	24.4	25.6	.0010
Siskiyou	310,909	18,322	5.0	12.4	32.0	28.7	.0166
Tehama	281,765	16,775	5.6	14.7	31.7	24.7	.0160
Trinity	83,906	17,054	6.2	13.4	37.5	19.1	.0040
Tuolumne	210,725	14,337	5.8	17.7	30.8	16.7	.0131
TOTAL METRO COUNTIES	**207,903,197**	**21,624**	**4.5**	**11.6**	**25.7**	**41.2**	**10.93[illegible]4**
TOTAL STATE	**216,459,459**	**21,322**	**4.6**	**11.7**	**25.8**	**40.6**	**11.4244**

We span the Golden Gate!

Make the most of your print budget. Get the Best of the Bay with the Golden Gate Suburban Groups all-in-one newspaper package. A 1-order, 1-bill package with a built in 6% line rate savings, plus Newsplan discount.

The Golden Gate Suburban Group Market:

Population	1,323,000
Households	494,000
Effective Buying Income Per Household	$25,911*
Total Effective Buying Income (EBI)	$12.8 Billion
Total Retail Sales	$6.4 Billion
San Francisco ADI Penetration	10.4%

The Golden Gate Suburban Group provides 10.4% penetration of the San Francisco ADI.
*Over 725 million dollars in extra buying potential from GGSG's prime circulation area, when compared to six County Bay Area Household EBI.

The Golden Gate Suburban Group newspapers:

The **Independent Journal,** serves Marin County. ABC daily paid circulation: 45,558.

The San Mateo Times, the only daily newspaper published in San Mateo County. ABC daily paid circulation: 49,793.

Alameda County Bay Sparks Newspapers, serve Southern Alameda County. The Hayward Daily Review, ABC daily circulation: 43,306. The Fremont-Newark Argus, ABC daily paid circulation: 20,022. The Livermore Tri-Valley Herald, ABC daily paid circulation: 14,655. The News, published Wednesday, Friday and Sunday, verified audited circulation: 18,757. The San Ramon Valley Herald, published daily, verified audited circulation: 15,523.

Total GGSG Circulation: 207,614.

The GGSG is a 1-order, 1-bill newspaper buy. The rate is $2.35 per line, representing a 6% discount, plus a Newsplan discount. Insertion orders are to continue to be sent to: Golden Gate Suburban Group, c/o California Newspaper Markets, P.O. Box 1427, Burlingame, California 94010, (415)342-9438.

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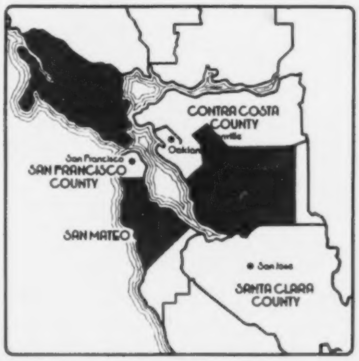
Represented by California Newspaper Markets, Burlingame, California and Western Dailies, New York, Detroit and Chicago.



COLORADO

COLO. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980							
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
COLORADO SPRINGS	**323.3**	**.1414**	**25.7**	**18.2**	**19.2**	**16.1**	**15.9**	**114.1**	**1,349,232**	**266,568**	**93,682**	**162,315**	**89,103**	**289,211**	**25,417**
El Paso	314.9	.1378	25.5	18.4	19.3	16.1	15.7	111.1	1,328,163	262,448	92,065	161,821	88,737	288,470	24,758
• Colorado Springs	219.5	.0961	27.1	15.2	19.9	16.0	18.3	83.3	1,198,054	236,781	79,729	149,660	79,273	280,906	23,175
Teller	8.4	.0036	31.2	8.1	18.8	17.7	25.2	3.0	21,069	4,120	1,617	494	366	741	659
SUBURBAN TOTAL	103.8	.0453	23.6	24.3	18.2	16.3	10.8	30.8	151,178	29,787	13,953	12,655	9,830	8,305	2,242
DENVER - BOULDER	**1,648.6**	**.7215**	**29.1**	**13.7**	**21.6**	**18.0**	**19.3**	**628.2**	**8,073,046**	**1,745,191**	**689,374**	**1,045,150**	**446,430**	**1,582,993**	**186,084**
Adams	250.7	.1098	27.2	12.1	23.5	18.9	12.9	87.5	1,215,429	326,471	70,292	195,937	43,480	199,233	18,201
Arapahoe	304.3	.1332	28.9	11.7	20.9	20.5	16.8	111.8	1,783,042	291,229	113,587	308,193	65,920	491,613	34,316
Aurora	161.9	.0709	28.0	15.3	24.1	18.7	14.4	61.5	873,680	208,913	54,636	170,392	34,550	132,371	13,076
Boulder	193.9	.0848	27.6	20.0	22.9	15.7	17.2	71.4	918,502	200,537	75,738	65,280	62,704	171,955	29,630
• Boulder	77.0	.0337	25.5	28.7	22.7	13.2	15.4	29.4	430,090	91,376	42,268	33,925	33,779	62,216	10,682
Denver	488.2	.2137	30.7	16.0	19.7	15.1	26.4	212.7	2,327,660	519,328	282,525	220,054	189,050	308,247	53,562
• Denver	488.2	.2137	30.7	16.0	19.7	15.1	26.4	212.7	2,327,660	519,328	282,525	220,054	189,050	308,247	53,562
Douglas	26.6	.0116	29.7	8.2	19.4	19.7	20.0	8.3	41,753	15,412	2,551	373	1,168	8,686	1,594
Gilpin	2.5	.0011	33.9	9.6	17.6	17.9	30.1	1.0	4,352	547	1,776	65		65	52
Jefferson	382.4	.1673	29.5	10.6	22.5	20.3	17.4	135.5	1,782,308	391,667	142,905	255,248	84,108	403,194	48,729
Arvada	87.7	.0384	28.3	8.0	23.7	21.9	12.2	29.0	273,602	65,484	20,790	43,984	8,782	19,257	6,607
Lakewood	113.8	.0498	29.6	10.5	24.1	20.2	16.7	41.8	844,843	103,498	62,041	178,684	61,170	262,034	15,398
SUBURBAN TOTAL	1,083.4	.4741	28.8	11.6	22.3	19.7	16.3	386.1	5,315,296	1,134,487	364,581	791,171	223,601	1,212,530	121,840
FORT COLLINS	**153.9**	**.0673**	**27.2**	**21.3**	**19.4**	**13.6**	**21.2**	**56.4**	**716,672**	**143,861**	**55,963**	**69,453**	**45,531**	**148,730**	**15,722**
Larimer	153.9	.0673	27.2	21.3	19.4	13.6	21.2	56.4	716,672	143,861	55,963	69,453	45,531	148,730	15,722
• Fort Collins	66.2	.0290	24.3	32.4	18.1	11.3	17.3	23.3	414,431	90,646	35,164	64,607	25,521	83,773	4,887
SUBURBAN TOTAL	87.7	.0383	29.8	13.0	20.4	15.3	24.2	33.1	302,241	53,215	20,799	4,846	20,010	64,957	10,835
GREELEY	**126.0**	**.0552**	**27.7**	**17.5**	**18.1**	**15.0**	**21.8**	**44.1**	**388,538**	**88,067**	**29,706**	**47,595**	**24,183**	**68,675**	**7,886**
Weld	126.0	.0552	27.7	17.5	18.1	15.0	21.8	44.1	388,538	88,067	29,706	47,595	24,183	68,675	7,886
• Greeley	54.0	.0236	25.8	25.9	17.7	13.0	20.7	19.8	293,954	72,068	15,262	47,033	15,887	55,582	6,061
SUBURBAN TOTAL	72.0	.0316	29.1	11.2	18.6	16.5	22.6	24.3	94,584	15,999	14,444	562	8,296	13,093	1,825
PUEBLO	**126.3**	**.0553**	**30.1**	**13.4**	**16.7**	**17.0**	**24.8**	**45.8**	**510,789**	**124,039**	**37,516**	**76,342**	**30,566**	**103,439**	**10,180**
Pueblo	126.3	.0553	30.1	13.4	16.7	17.0	24.8	45.8	510,789	124,039	37,516	76,342	30,566	103,439	10,180
• Pueblo	101.8	.0446	30.6	13.4	16.0	17.4	25.5	37.7	470,672	116,956	35,571	63,356	26,824	101,578	9,528
SUBURBAN TOTAL	24.5	.0107	28.3	13.2	19.3	15.4	21.7	8.1	40,117	7,083	1,945	12,986	3,742	1,861	652

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1

And, the numbers are remarkable!

The Audit Bureau of Circulations Publishers' Statements for the six months ended March 31, 1981, show the News weekday circulation

leading the Post in the Denver City Zone by

21,888

leading the Post in the Denver-Boulder SMSA by

15,675

and leading the Post in total circulation by

12,021

Remarkable numbers. Remarkable newspaper.

Source: Audit Bureau of Circulations March 31, 1981 Publisher's Statements both newspapers

The Rocky Mountain News

...FIRST IN COLORADO

A Scripps-Howard Newspaper
Represented nationally by Story & Kelly-Smith, Inc
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COLO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alamosa	11.8	.0051	25.3	23.1	16.4	13.3	20.8	4.0	63,151	14,881	4,472	9,220	5,797	8,907	773
Archuleta	3.7	.0016	28.6	10.9	18.1	16.1	22.3	1.3	14,734	3,421	867	68	176	1,841	218
Baca	5.4	.0024	33.7	9.7	15.2	17.5	30.6	2.0	17,196	2,317	659	779	69	2,870	306
Bent	5.9	.0026	35.5	10.1	13.7	17.4	33.2	2.0	14,122	2,956	514	746		2,077	288
Chaffee	13.5	.0059	31.5	11.3	17.2	16.9	27.0	4.9	69,071	19,630	4,446	2,618	845	11,753	1,959
Cheyenne	2.1	.0009	32.5	10.1	15.4	15.2	31.0	.8	6,451	2,957	482		464	611	150
Clear Creek	7.5	.0033	30.2	9.8	23.6	16.1	22.6	3.0	25,098	7,777	4,042	573	164	774	293
Conejos	7.8	.0034	27.5	11.1	14.3	14.4	24.9	2.4	12,532	4,781	336	59		334	224
Costilla	3.1	.0014	29.6	12.3	14.0	13.4	29.0	1.0	3,002	1,319	316	158	38		78
Crowley	3.0	.0013	39.0	8.4	12.7	15.5	38.6	1.1	3,315	664	232		72	1,110	183
Custer	1.6	.0007	40.8	7.2	11.1	17.1	39.5	.6	1,105	441	111	54		56	
Delta	21.7	.0095	40.2	7.5	12.1	14.4	40.6	8.1	69,130	18,407	3,330	2,131	1,947	17,470	2,380
Dolores	1.7	.0007	30.7	10.1	16.5	16.6	26.2	.6	4,201	464	215			2,522	
Eagle	13.7	.0060	27.3	14.6	24.0	15.1	16.4	5.4	110,370	26,646	20,547	519	1,269	586	1,947
Elbert	7.1	.0032	34.5	7.3	16.0	16.4	32.9	2.4	7,638	1,885	643	69	100	145	74
Fremont	29.1	.0127	36.5	9.6	15.4	15.5	36.0	10.3	81,569	21,650	6,676	5,091	4,827	11,905	1,905
Garfield	23.1	.0101	31.4	11.9	17.4	15.9	27.6	8.4	129,225	28,462	7,452	1,543	4,109	33,085	6,643
Grand	7.7	.0034	30.2	9.8	16.6	19.4	22.7	2.9	37,897	9,995	4,717	866	153	3,402	772
Gunnison	10.9	.0047	23.8	35.7	16.1	12.7	15.0	3.9	49,545	19,481	6,753	237	1,955	5,219	504
Hinsdale	.4	.0002	37.1	4.0	16.8	19.3	33.5	.2	1,783		221	56		56	87
Huerfano	6.4	.0028	38.6	7.6	13.4	14.7	38.9	2.4	19,134	5,974	1,165	148	518	2,379	703
Jackson	1.9	.0009	30.0	12.1	23.3	16.6	21.7	.7	7,231	2,934	937		46	1,035	118
Kiowa	1.9	.0008	33.3	8.4	17.5	15.7	31.3	.7	4,418	778	528		319	114	193
Kit Carson	7.6	.0034	31.9	9.0	17.8	16.0	28.5	2.8	33,099	8,545	1,027	776	1,391	5,299	1,066
Lake	8.9	.0039	27.7	13.6	23.9	18.1	14.4	3.0	31,474	10,661	3,736	688	868	6,142	1,032
La Plata	28.1	.0123	29.3	14.9	15.0	16.1	25.4	10.1	140,743	33,686	14,587	10,172	6.830	14,666	2,468
Las Animas	14.8	.0065	34.5	13.5	11.9	13.9	35.6	5.4	45,776	14,527	2,615	3,723	768	8,221	1,130
Lincoln	4.6	.0020	36.1	7.8	15.6	16.7	34.5	1.8	29,666	4,223	3,181	430	578	7,054	979
Logan	19.9	.0087	30.1	14.3	16.1	16.4	25.7	7.3	88,967	17,812	5,318	7,122	5,190	17,176	1,018
Mesa	83.7	.0366	31.9	11.8	16.1	16.5	28.5	30.7	446,788	86,034	27,581	56,460	29,397	91,832	4,716
Mineral	.8	.0004	30.3	13.1	25.8	16.1	21.7	.3	2,279	1,237	145				58
Moffat	13.7	.0060	30.8	8.4	18.4	17.5	24.8	4.8	80,449	24,301	5,926	3,263	588	19,824	2,679
Montezuma	16.8	.0073	30.6	9.1	16.9	17.4	25.2	5.8	92,456	21,726	9,196	5,942	4,458	20,421	3,074
Montrose	24.8	.0109	32.0	8.5	17.8	17.5	27.1	8.7	107,301	26,197	6,921	4,253	3,232	20,014	3,511
Morgan	22.7	.0099	31.8	9.7	16.9	16.4	28.1	8.1	105,959	18,232	7,163	10,278	1,460	21,695	647
Otero	22.4	.0098	31.5	11.1	15.7	15.3	29.3	8.0	80,750	24,145	4,170	6,097	4,650	14,570	2,126
Ouray	2.0	.0009	33.0	7.7	18.8	15.7	30.5	.7	4,276	350	968	150	45	65	62
Park	5.6	.0025	32.7	6.8	17.3	19.0	27.0	2.0	7,367	1,999	754	60	99	56	208
Phillips	4.6	.0020	37.7	7.3	14.3	16.3	36.6	1.8	16,901	2,569	660	2,845	184	5,737	1,238
Pitkin	10.7	.0047	28.5	15.5	32.0	18.1	11.0	4.7	125,294	15,898	23,984		7,681	1,320	5,184
Prowers	13.0	.0056	29.8	11.8	17.3	15.1	25.9	4.7	65,927	17,868	4,344	5,965	3,067	8,312	2,443
Rio Blanco	6.4	.0028	29.3	15.3	16.9	17.7	22.8	2.2	19,633	6,519	2,334	62	736	434	258
Rio Grande	10.5	.0046	30.8	10.5	15.4	15.9	27.6	3.5	37,566	12,905	1,467	738	3,284	6,200	959
Routt	14.0	.0061	29.9	11.6	18.8	16.0	24.5	5.2	68,637	15,798	6,896	1,484	1,916	5,682	2,846
Saguache	3.9	.0017	29.7	11.1	15.7	15.1	26.5	1.4	8,223	1,874	611		42	2,538	518
San Juan	.8	.0004	27.2	12.8	16.3	17.7	19.5	.3	3,571	582	330				
San Miguel	3.3	.0014	29.8	9.1	19.9	15.8	23.8	1.3	12,194	2,697	1,666	251	311	2,018	623
Sedgwick	3.2	.0014	36.3	8.0	13.3	16.8	34.6	1.3	19,871	4,729	1,638	319	737	4,690	368
Summit	9.4	.0042	27.5	11.9	26.5	15.7	14.4	3.8	68,962	19,230	15,209	1,262	978	1,302	958
Washington	5.3	.0023	35.3	8.1	15.9	18.0	32.4	2.0	16,518	6,161	395	1,138	109	1,111	409
Yuma	9.8	.0043	36.0	8.1	15.2	16.0	35.0	3.7	35,952	7,774	1,929	4,517	1,720	8,518	553
TOTAL METRO COUNTIES	**2,378.1**	**1.0407**	**28.5**	**15.0**	**20.6**	**17.3**	**19.4**	**888.6**	**11,038,277**	**2,367,726**	**906,241**	**1,400,855**	**635,813**	**2,193,048**	**245,289**
TOTAL STATE	**2,940.4**	**1.2869**	**29.0**	**14.4**	**20.0**	**17.0**	**20.9**	**1,093.1**	**13,586,794**	**2,973,825**	**1,130,653**	**1,553,785**	**739,000**	**2,596,196**	**306,218**

DISCOVER PUEBLO
Southeastern Colorado's Regional Marketplace

DENVER
I-25
COLORADO SPRINGS
GRAND JUNCTION
DURANGO

A recent survey by Research Service Inc., 1979, shows Pueblo as the regional Marketplace for sixteen prosperous counties in Southeastern Colorado. ONLY The Chieftain and Star-Journal can reach this vast area with merchandiseable coverage. Offering 86.7%* penetration in the Pueblo PMA.

The Pueblo Chieftain
PUEBLO STAR-JOURNAL
REPRESENTED BY BRANHAM NEWSPAPER SALES
*Source ABC FAS FAX

COLO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
COLORADO SPRINGS	**2,259,704**	**16,384**	**6.4**	**18.6**	**32.1**	**23.2**	**.1324**
El Paso	2,221,246	16,535	6.3	18.4	32.2	23.6	.1300
• Colorado Springs	1,537,061	16,221	6.4	17.7	31.9	22.7	.0988
Teller	38,458	11,559	10.1	24.7	24.9	9.5	.0024
SUBURBAN TOTAL	722,643	16,780	6.2	20.9	32.5	24.7	.0336
DENVER - BOULDER	**15,274,950**	**21,800**	**4.0**	**11.6**	**30.2**	**40.1**	**.8160**
Adams	2,047,916	22,022	3.2	11.1	38.3	37.8	.1160
Arapahoe	2,766,967	22,175	4.0	11.9	32.0	40.5	.1584
Aurora	1,485,765	21,833	3.7	13.3	34.7	38.9	.0823
Boulder	1,754,301	22,220	4.3	10.9	25.7	42.5	.0939
• Boulder	714,311	21,015	5.0	11.4	24.1	40.7	.0398
Denver	5,023,650	19,630	4.9	13.0	26.6	36.5	.2535
• Denver	5,023,650	19,630	4.9	13.0	26.6	36.5	.2535
Douglas	144,824	15,975	6.1	19.0	35.7	18.4	.0076
Gilpin	12,797	11,136	2.2	20.6	22.6	13.2	.0007
Jefferson	3,524,495	24,237	2.8	9.5	31.1	47.3	.1859
Arvada	729,059	24,279	2.0	7.8	37.0	46.9	.0363
Lakewood	1,108,279	24,739	2.6	8.7	31.2	49.0	.0668
SUBURBAN TOTAL	9,536,989	22,749	3.4	10.9	32.5	42.1	.5227
FORT COLLINS	**1,207,129**	**18,395**	**5.7**	**13.6**	**29.1**	**31.0**	**.0689**
Larimer	1,207,129	18,395	5.7	13.6	29.1	31.0	.0689
• Fort Collins	509,681	17,897	6.0	14.4	27.9	30.5	.0327
SUBURBAN TOTAL	697,448	18,758	5.5	13.1	29.7	31.5	.0362
GREELEY	**857,840**	**16,802**	**6.3**	**15.6**	**29.3**	**26.0**	**.0469**
Weld	857,840	16,802	6.3	15.6	29.3	26.0	.0469
• Greeley	408,119	17,062	6.1	14.3	27.6	28.3	.0251
SUBURBAN TOTAL	449,721	16,607	6.5	16.6	30.8	24.2	.0218
PUEBLO	**892,239**	**17,568**	**5.2**	**14.2**	**33.3**	**25.8**	**.0515**
Pueblo	892,239	17,568	5.2	14.2	33.3	25.8	.0515
• Pueblo	736,213	17,660	5.1	13.8	33.1	26.2	.0438
SUBURBAN TOTAL	156,026	17,202	5.6	15.7	34.2	24.3	.0077
OTHER COUNTIES							
Alamosa	83,388	17,062	5.8	16.1	26.8	29.3	.0053
Archuleta	18,602	12,722	8.8	25.2	25.4	10.8	.0012
Baca	33,554	12,824	7.7	18.2	23.8	18.0	.0020
Bent	29,498	11,113	8.6	22.3	23.3	9.7	.0017
Chaffee	76,223	14,460	6.2	17.8	37.5	10.3	.0054
Cheyenne	13,452	14,448	6.0	19.3	30.6	17.4	.0007
Clear Creek	61,830	19,836	4.8	11.6	34.9	32.0	.0032
Conejos	28,375	9,168	10.2	17.6	19.2	9.2	.0019
Costilla	11,883	8,343	11.2	14.9	16.8	9.4	.0005
Crowley	14,645	11,923	8.5	18.4	29.6	8.3	.0010
Custer	8,037	10,071	11.0	17.0	22.3	11.0	.0003
Delta	122,766	11,628	8.9	16.8	23.9	15.3	.0074
Dolores	7,421	10,643	9.7	27.4	15.8	11.3	.0005
Eagle	112,131	17,829	4.4	18.2	36.7	25.8	.0077
Elbert	25,572	8,493	10.6	19.3	19.2	3.8	.0016
Fremont	156,376	11,548	8.6	17.2	25.8	12.2	.0094
Garfield	158,240	16,362	6.2	17.9	30.6	24.3	.0104
Grand	52,742	16,102	5.0	19.6	35.5	19.1	.0034
Gunnison	72,485	14,170	8.2	18.3	29.3	17.7	.0044
Hinsdale	5,053	18,750		10.5	10.0	46.5	.0002
Huerfano	36,469	11,462	9.3	17.8	25.4	11.8	.0021
Jackson	14,877	19,200	7.1	14.6	38.1	27.2	.0010
Kiowa	10,780	13,743	6.1	22.5	24.0	19.4	.0006
Kit Carson	50,550	14,500	7.6	19.4	27.7	20.3	.0031
Lake	60,079	19,283	3.0	9.9	47.0	24.6	.0034
La Plata	157,373	12,954	6.8	21.0	26.8	14.4	.0112
Las Animas	69,587	10,057	9.2	17.6	22.6	10.0	.0047
Lincoln	25,847	13,015	6.5	18.4	29.6	12.6	.0021
Logan	132,347	16,125	5.7	16.9	31.7	22.2	.0081
Mesa	599,803	16,715	6.7	15.2	27.2	27.7	.0378
Mineral	3,123	11,054	7.0	43.6	14.7		.0002
Moffat	94,040	17,784	5.4	12.5	31.4	27.6	.0063
Montezuma	84,586	13,078	7.2	20.2	29.5	12.6	.0066
Montrose	130,381	12,693	7.4	19.2	26.4	14.5	.0092
Morgan	144,424	15,725	6.2	16.1	31.7	21.0	.0092
Otero	113,355	11,799	7.9	19.6	26.5	10.9	.0076
Ouray	7,867	11,254	11.3	38.6	20.9	1.1	.0005
Park	18,536	8,139	8.5	25.6	13.5	2.9	.0012
Phillips	34,902	16,490	5.9	15.1	25.9	28.1	.0020
Pitkin	131,390	23,169	3.9	12.7	25.4	44.9	.0084
Prowers	72,478	12,316	8.4	18.7	25.0	14.9	.0052
Rio Blanco	41,101	16,534	6.1	18.7	32.6	21.4	.0023
Rio Grande	65,398	14,812	8.7	17.7	27.2	22.1	.0038
Routt	84,203	13,792	6.9	20.0	26.0	19.3	.0057
Saguache	15,779	8,704	15.3	17.4	14.7	8.0	.0011
San Juan	6,252	19,640	4.3	10.0	55.4	21.6	.0003
San Miguel	14,936	10,297	11.2	31.2	16.2	4.9	.0010
Sedgwick	24,243	14,682	4.4	16.4	24.6	24.3	.0016
Summit	95,631	24,165	5.1	8.2	23.3	47.6	.0057
Washington	37,342	15,450	6.6	17.9	25.9	25.4	.0019
Yuma	67,592	15,336	6.4	15.0	26.2	25.0	.0037
TOTAL METRO COUNTIES	**20,491,862**	**20,360**	**4.6**	**13.0**	**30.5**	**35.9**	**1.1157**
TOTAL STATE	**24,029,406**	**19,196**	**5.1**	**13.8**	**29.9**	**32.9**	**1.3415**

CONNECTICUT

CONN.
S&MM ESTIMATES

POPULATION—12/31/80

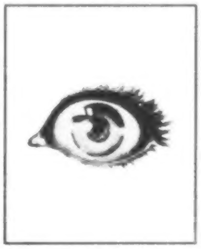
RETAIL SALES BY STORE GROUP 1980

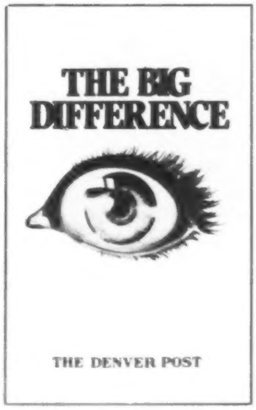
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**807.2**	**.3532**	**33.5**	**10.9**	**15.6**	**18.8**	**28.8**	**283.3**	**3,626,997**	**762,991**	**287,914**	**374,728**	**199,606**	**475,040**	**92,986**
Fairfield	807.2	.3532	33.5	10.9	15.6	18.8	28.8	283.3	3,626,997	762,991	287,914	374,728	199,606	475,040	92,986
• Bridgeport	141.3	.0618	33.1	14.6	15.9	15.2	31.8	54.8	476,134	111,000	37,703	45,116	32,565	68,355	18,565
• Danbury	61.2	.0268	31.6	12.4	18.3	16.7	27.1	21.5	408,717	65,717	29,820	57,399	24,026	47,119	3,553
Fairfield	54.7	.0239	34.6	12.1	12.9	19.2	30.3	18.4	270,580	74,767	23,543	18,480	17,877	38,611	6,811
Greenwich	59.5	.0260	38.3	9.0	11.9	20.3	34.2	21.5	306,982	65,921	28,493	15,906	12,087	62,605	6,173
• Norwalk	77.6	.0340	32.5	10.8	17.5	18.8	26.8	28.6	453,638	91,468	31,734	50,074	24,160	62,796	3,625
• Stamford	101.8	.0446	33.7	10.4	16.1	19.3	28.7	38.0	498,661	94,497	34,701	79,429	33,682	55,925	13,325
Stratford	50.5	.0221	36.3	11.0	13.7	18.5	33.0	18.0	145,760	31,101	18,555	9,189	6,358	23,382	7,459
SUBURBAN TOTAL	425.3	.1860	34.1	9.7	14.5	20.2	28.5	140.4	1,789,847	400,309	153,956	142,710	85,173	240,845	53,918
HARTFORD - NEW BRITAIN - BRISTOL	**1,051.1**	**.4601**	**31.5**	**13.2**	**16.6**	**17.3**	**26.9**	**376.1**	**4,281,274**	**986,034**	**426,283**	**521,936**	**184,642**	**588,235**	**145,689**
Hartford	805.7 -	.3527	32.2	12.6	16.2	17.5	27.9	292.3	3,433,014	771,264	346,986	413,006	161,532	463,205	117,894
• Bristol	57.4	.0251	31.0	12.2	16.6	17.6	25.7	20.7	237,700	63,942	16,076	23,853	8,445	53,539	6,201
East Hartford	52.1	.0228	30.7	14.7	17.9	17.3	25.1	19.7	209,017	57,207	20,078	9,487	5,873	38,175	8,704
Enfield	42.4	.0186	28.6	8.2	20.9	18.2	18.5	13.0	235,724	42,701	15,786	56,019	13,228	30,794	4,834
• Hartford	134.6	.0589	31.0	17.1	17.0	14.1	29.0	53.7	437,905	64,999	75,136	57,736	20,930	58,288	19,898
Manchester	49.8	.0218	32.9	12.4	16.9	16.1	30.3	18.9	275,755	77,085	26,434	39,324	9,845	37,125	6,940
• New Britain	73.0	.0319	33.3	16.7	13.7	16.3	31.4	28.4	183,169	43,622	18,745	12,344	6,626	33,041	9,791
West Hartford	60.7	.0266	41.5	10.2	10.0	18.0	39.8	23.2	379,770	73,603	22,486	91,744	31,079	40,882	11,451
Middlesex	**129.9**	**.0568**	**32.0**	**12.0**	**16.9**	**16.9**	**28.0**	**46.9**	**507,459**	**111,260**	**50,735**	**70,585**	**17,105**	**75,568**	**16,427**
Tolland	**115.5**	**.0506**	**27.3**	**18.7**	**19.4**	**16.2**	**18.9**	**36.9**	**340,801**	**103,510**	**28,562**	**38,345**	**6,005**	**49,462**	**11,368**
SUBURBAN TOTAL	786.1	.3442	31.5	12.3	16.8	17.9	26.2	273.3	3,422,500	813,471	316,326	428,003	148,641	443,367	109,799

WHEN YOU WANT YOUR AD TO GO

WOW!

Put it in the Denver Post's Big Impact page. The Denver Post big full size pages work on the pocketbooks of more of Denver's upscale market than Denver's tabloid. An independent study shows 42% of women and 55% of men reading The Post have household incomes of $25,000 or more. This compares to 37% of women and 46% of men reading the other Denver paper. Big Impact pages also account for The Post carrying more national linage in these major categories: 56% food, 57% liquor, 65% travel and transportation and 54% new cars.





For more facts on how to make The Post's Big Impact pages work for you in the Denver market, call us direct, collect at (303) 820-1421 or contact Sawyer-Ferguson-Walker.

Sources: Three Sigma, 1980; Media Records, First 9 months, 1980.

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New England's 2nd ADI

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The Register/Journal-Courier gives you New Haven.

The New Haven Register / Journal-Courier
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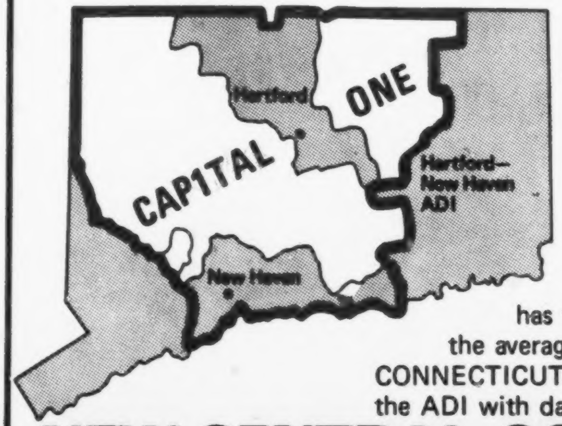
FOR THE FULL STORY CONTACT SAWYER-FERGUSON-WALKER COMPANY

CONN. (cont.) SMM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**761.4**	**.3333**	**32.3**	**13.0**	**15.6**	**16.7**	**29.1**	**274.7**	**2,966,659**	**701,003**	**284,624**	**398,104**	**138,537**	**394,834**	**84,193**
New Haven	761.4	.3333	32.3	13.0	15.6	16.7	29.1	274.7	2,966,659	701,003	284,624	398,104	138,537	394,834	84,193
Hamden	51.1	.0224	36.2	12.0	13.3	17.6	33.8	18.8	238,301	57,145	28,357	40,043	5,871	32,070	6,529
• Meriden	57.1	.0250	32.8	11.9	15.1	16.4	30.2	21.2	203,188	36,097	11,843	33,684	11,964	30,779	5,096
Milford	50.8	.0222	30.9	11.2	16.1	19.1	24.3	17.0	281,515	46,420	28,555	29,608	21,320	55,181	4,917
• New Haven	125.1	.0547	30.8	19.1	16.5	12.8	30.2	49.4	390,303	76,960	47,105	57,720	26,872	32,656	13,887
• Waterbury	102.8	.0450	34.5	12.2	13.9	15.5	33.8	38.7	486,679	99,973	34,668	87,906	15,749	67,564	13,726
• West Haven	53.1	0232	32.4	13.7	17.3	16.4	29.1	20.2	130.608	26,351	15,421	6,850	3,109	19,146	5,760
SUBURBAN TOTAL	423.3	.1854	32.3	11.4	15.6	18.2	27.6	145.2	1,755,881	461,622	175,587	211,944	80,843	244,689	45,724
NEW LONDON - NORWICH	**239.0**	**.1045**	**29.5**	**13.9**	**17.2**	**16.2**	**24.4**	**82.9**	**888,986**	**195,741**	**76,189**	**103,289**	**45,567**	**154,376**	**24,223**
New London	239.0	.1045	29.5	13.9	17.2	16.2	24.4	82.9	888,986	195,741	76,189	103,289	45,567	154,376	24,223
• New London	28.7	0126	28.8	24.4	13.7	12.9	28.7	10.5	174,389	18,135	13,513	41,478	10,799	43,020	4,394
• Norwich	37.9	.0166	33.6	11.8	13.9	16.7	31.4	14.3	201,482	50,633	12,278	26,777	12,430	43,408	4,787
SUBURBAN TOTAL	172.4	.0753	29.0	12.6	18.7	16.6	22.1	58.1	513,115	126,973	50,398	35,034	22,338	67,948	15,042
OTHER COUNTIES															
Litchfield	157.5	.0689	33.8	10.5	15.5	16.5	31.7	56.5	535,569	130,229	41,110	51,993	19,489	92,212	18,720
Windham	92.8	.0406	31.3	12.9	15.6	15.4	28.8	32.7	312,226	80,974	27,154	20,350	10,598	44,643	9,359
TOTAL METRO COUNTIES	**2,858.7**	**1.2511**	**32.1**	**12.6**	**16.0**	**17.5**	**27.8**	**1,017.0**	**11,763,916**	**2,645,769**	**1,075,010**	**1,398,057**	**568,352**	**1,612,485**	**347,091**
TOTAL STATE	**3,109.0**	**1.3606**	**32.1**	**12.5**	**16.0**	**17.4**	**28.1**	**1,106.2**	**12,611,711**	**2,856,972**	**1,143,274**	**1,470,400**	**598,439**	**1,749,340**	**375,170**

Hartford—New Haven ADI



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New Britain Herald•Torrington Register•Manchester Jrl. Inquirer•Waterbury Republican American

Nationally Marketed by LANDON ASSOCIATES, INC.

Greenwich Time
The Telegram
The Bridgeport Post
The Advocate
The Hour

The DO MORE Adults

...grocery shop more

As you can see from the chart below, over half of those who shop in Fairfield read a Fairfield County Daily Newspaper, (FCD) while only 17.7% read the New York Daily News and 19.8% read the New York Times.

With a daily circulation of 158,330, the FCD Newspapers read 55.4% of the "Do More – Shop More" suburban Connecticut households. The Daily News only reaches 10.6% and the Times, only 12.2%.

So if you want to talk to over half of the shopping adults in Fairfield County, contact Landon Associates, Inc., and get more details from the Scarborough Report, New York ADI Market, 1980.

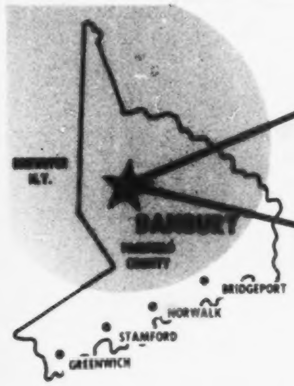
Shopped at supermarkets/ grocery stores		
FCD	News	Times
55.1%	17.7%	19.8%

FCD

Nationally Marketed by
LANDON ASSOCIATES, INC.
750 Third Avenue, New York City 10017 / (212) 867-1112

CONN.
S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**9,713,996**	**28,327**	**2.7**	**7.8**	**21.2**	**58.2**	**.4512**
Fairfield	9,713,996	28,327	2.7	7.8	21.2	58.2	.4512
• Bridgeport	1,177,159	19,432	4.7	13.3	30.8	33.0	.0596
• Danbury	561,137	23,787	3.2	9.4	27.6	46.5	.0335
Fairfield	698,004	31,980	2.0	5.3	18.8	67.1	.0324



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Fastest growing SMSA among the four SMSA's within Fairfield County, Connecticut

DANBURY, CONN. . . .

Highest Total Retail Sales and Food Sales per household in the county. Least covered area of the county by New York City dailies!

THE NEWS-TIMES . . .

Fastest growing Daily and Sunday Newspaper in Fairfield County!

THE NEWS-TIMES . . .

Second largest ABC Daily and Sunday newspaper in Fairfield County!

The News-Times *Represented by Branham Newspaper Sales* CT

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business publication
rates and data

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Advertise in SRDS—
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The only million plus population Metro market between New York City and Boston.

The Hartford Courant

285 Broad Street, Hartford, Connecticut 06115 *Member, Million Market Newspapers, Inc.*

CONN. (cont.)

ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Greenwich	1, 12,663	36,685	2.2	6.1	15.3	69.0	.0454
• Norwalk	830,899	26,337	3.0	9.1	23.1	53.4	.0438
• Stamford	1,288,430	28,616	2.7	8.1	20.4	58.7	.0599
Stratford	498,427	26,088	2.5	8.1	26.8	53.6	.0227
SUBURBAN TOTAL	5,856,371	33,880	1.8	5.0	16.4	70.5	.2544
HARTFORD - NEW BRITAIN - BRISTOL	**9,760,129**	**23,792**	**3.3**	**9.8**	**28.8**	**46.1**	**.4939**
Hartford	7,685,020	24,089	3.2	9.7	27.9	47.2	.3889
• Bristol	507,221	23,511	3.[illegible]	8.7	32.1	44.7	.0264
East Hartford	486,365	23,485	3.1	10.1	33.5	43.8	.0245
Enfield	324,397	24,250	2.3	7.4	36.2	46.4	.0200
• Hartford	982,110	16,019	6.0	17.0	30.5	23.0	.0525
Manchester	512,770	25,251	3.1	8.4	27.4	50.8	.0271
• New Britain	641,565	20,727	4.0	12.4	30.8	36.6	.0298
West Hartford	861,280	30,794	2.6	7.4	18.9	63.4	.0409
Middlesex	1,164,329	22,833	3.5	10.0	31.6	42.4	.0592
Tolland	910,780	22,956	3.4	10.2	32.9	42.5	.0458
SUBURBAN TOTAL	7,629,233	25,501	2.7	8.2	28.0	51.7	.3852
NEW HAVEN - WEST HAVEN - WATERBURY - MERIDEN	**6,540,946**	**21,793**	**3.9**	**11.3**	**30.6**	**39.5**	**.3390**
New Haven	6,540,946	21,793	3.9	11.3	30.6	39.5	.3390
Hamden	494,838	23,657	3.1	9.9	29.9	45.7	.0255
• Meriden	468,135	21,035	4.3	12.6	32.7	35.6	.0242
Milford	440,617	24,417	2.9	8.3	31.7	47.7	.0253
• New Haven	949,782	15,902	6.4	16.1	28.2	24.7	.0493
• Waterbury	813,192	19,161	4.9	13.7	31.0	31.9	.0465
• West Haven	441,762	20,540	3.5	11.7	36.3	33.9	.0209
SUBURBAN TOTAL	3,868,075	24,376	2.8	8.8	30.3	47.9	.1981
NEW LONDON - NORWICH	**1,959,799**	**20,624**	**3.9**	**11.7**	**32.4**	**35.6**	**.1026**

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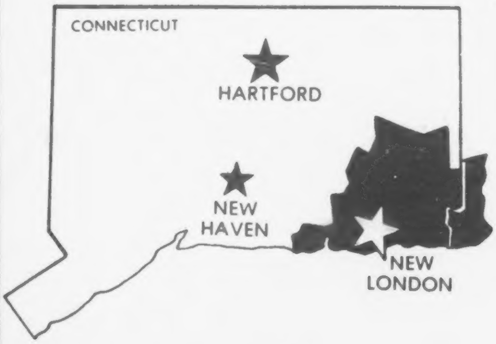

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CONN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
New London	1,959,799	20,624	3.9	11.7	32.4	35.6	.1026
• New London	247,631	17,708	5.7	15.1	28.6	29.3	0148
• Norwich	290,905	18,051	4.9	14.2	31.4	28.4	0176
SUBURBAN TOTAL	1,421,263	21,683	3.2	10.5	33.3	38.6	0702

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
OTHER COUNTIES							
Litchfield	1,433,681	22,771	3.6	10.1	30.4	42.7	.0700
Windham	676,380	18,903	4.8	14.5	34.2	29.0	.0365
TOTAL METRO COUNTIES	**27,974,870**	**23,921**	**3.3**	**9.8**	**27.5**	**46.8**	**1.3867**
TOTAL STATE	**30,084,931**	**23,686**	**3.4**	**10.0**	**27.9**	**46.0**	**1.4932**

DELAWARE

DEL.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP
1980

METRO AREA / County / City	Total Population (Thousands)	% Of U S	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WILMINGTON	**526.3**	**.2303**	**30.4**	**13.6**	**16.5**	**17.3**	**25.1**	**184.0**	**2,257,621**	**492,914**	**170,420**	**312,459**	**113,037**	**351,271**	**84,317**
New Castle	400.3	1752	30.3	14.1	16.6	17.4	24.8	141.6	1,813,773	394,105	131,099	296,858	97,538	256,941	75,608
• Wilmington	69 6	0305	35 8	12 5	12 9	14 1	36.7	28.3	362,699	37,151	36,187	38,412	10,506	80,760	9,713
Cecil, Md.	*61.0*	*0267*	*29.8*	*12.7*	*16.8*	*17.4*	*23.9*	*19.8*	*256,607*	*54,198*	*19,991*	*7,140*	*6,995*	*47,387*	*5,820*
Salem, N. J.	*65.0*	*0284*	*31.9*	*11.3*	*14.9*	*16.8*	*28.5*	*22.6*	*187,241*	*44,611*	*19,330*	*8,461*	*8,504*	*46,943*	*2,889*
SUBURBAN TOTAL	456.7	.1998	29.8	13.8	16.8	17.8	23.4	155.7	1,894,922	455,763	134,233	274,047	102,531	270,511	74,604
OTHER COUNTIES															
Kent	99.7	.0436	27.3	15.2	17.1	16.0	20.7	33.6	493,725	110,543	36,609	64,702	14,789	107,966	13,561
Sussex	99.4	.0435	32.8	11.9	14.3	16.0	30.9	36.3	401,554	137,997	34,544	24,904	13,300	50,919	14,573
TOTAL METRO COUNTIES	**400.3**	**.1752**	**30.3**	**14.1**	**16.6**	**17.4**	**24.8**	**141.6**	**1,813,773**	**394,105**	**131,099**	**296,858**	**97,538**	**256,941**	**75,608**
TOTAL STATE	**599.4**	**.2623**	**30.1**	**13.9**	**16.2**	**17.0**	**25.1**	**211.5**	**2,709,052**	**642,645**	**202,252**	**386,464**	**125,627**	**415.826**	**103.742**

DEL.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
WILMINGTON	**4,480,835**	**21,385**	**3.9**	**11.9**	**32.2**	**38.1**	**.2396**
New Castle	3,604,905	22,339	3.6	10.9	31.2	41.3	.1907
• Wilmington	516,489	14,963	6.7	17.7	28.0	21.8	.0316
Cecil, Md.	*391,457*	*16,744*	*6.2*	*19.3*	*36.8*	*20.8*	*.0241*
Salem, N. J.	*484,473*	*20,395*	*4.1*	*12.2*	*34.2*	*32.7*	*.0248*
SUBURBAN TOTAL	3,964,346	22,398	3.4	10.9	33.0	41.0	.2080

S&MM ESTIMATES

EFFECTIVE BUYING INCOME
1980

METRO AREA / County / City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 A	(B) $10,000–$14,999 B	(C) $15,000–$24,999 C	(D) $25,000 & Over D	Buying Power Index
OTHER COUNTIES							
Kent	564,922	14,712	7.7	20.8	32.5	16.3	.0396
Sussex	677,431	16,373	6.1	16.0	28.7	25.6	.0399
TOTAL METRO COUNTIES	**3,604,905**	**22,339**	**3.6**	**10.9**	**31.2**	**41.3**	**.1907**
TOTAL STATE	**4,847,258**	**19,973**	**4.7**	**13.3**	**31.0**	**34.6**	**.2702**

DISTRICT OF COLUMBIA

D.C.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP
1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
WASHINGTON	**3,071.3**	**1.3440**	**29.6**	**13.6**	**20.2**	**18.9**	**20.1**	**1,129.4**	**15,480,683**	**3,234,515**	**1,440,704**	**2,112,462**	**727,438**	**2,805,971**	**690,488**
District of Columbia	628.5	.2751	31.5	15.2	19.5	16.6	26.6	251.7	2,410,079	435,458	450,959	178,630	133,212	200,810	114,588
• Washington	628.5	.2751	31.5	15.2	19.5	16.6	26.6	251.7	2,410,079	435,458	450,959	178,630	133,212	200,810	114,588
Charles, Md.	*74.8*	*.0327*	*27.3*	*11.5*	*20.2*	*16.5*	*18.0*	*22.2*	*261,282*	*65,514*	*21,098*	*9,921*	*8,500*	*61,559*	*24,074*
Montgomery, Md.	*583.1*	*.2552*	*31.3*	*11.6*	*17.6*	*20.3*	*23.3*	*211.7*	*3,330,090*	*716,032*	*246,133*	*577,418*	*192,511*	*567,881*	*132,501*
Rockville	*44.0*	*.0193*	*28.2*	*11.7*	*19.5*	*21.6*	*15.1*	*14.6*	*372,354*	*66,448*	*34,551*	*23,187*	*26,372*	*81,857*	*11,564*
Prince George's, Md.	*664.7*	*.2909*	*27.5*	*16.1*	*22.0*	*17.4*	*16.1*	*227.3*	*3,408,061*	*757,664*	*240,654*	*508,222*	*127,995*	*659,135*	*154,534*
Alexandria, Va.	*102.3*	*.0448*	*29.3*	*18.4*	*22.7*	*15.1*	*22.0*	*49.4*	*782,978*	*183,611*	*74,406*	*117,409*	*30,277*	*179,172*	*21,038*
Alexandria	*102.3*	*.0448*	*29.3*	*18.4*	*22.7*	*15.1*	*22.0*	*49.4*	*782,978*	*183,611*	*74,406*	*117,409*	*30,277*	*179,172*	*21,038*
Arlington, Va.	*150.8*	*.0660*	*32.1*	*17.3*	*20.4*	*16.1*	*28.1*	*71.7*	*855,859*	*175,397*	*96,769*	*67,445*	*31,805*	*282,318*	*45,146*
Fairfax, Va.	*608.4*	*.2662*	*29.4*	*10.8*	*19.8*	*23.3*	*15.7*	*212.7*	*2,822,532*	*567,115*	*196,034*	*513,563*	*138,839*	*474,209*	*129,891*
Fairfax city, Va.	*19.1*	*.0083*	*28.9*	*13.0*	*19.6*	*22.6*	*15.4*	*6.9*	*364,309*	*62,736*	*28,926*	*37,247*	*16,153*	*109,043*	*8,935*
Fairfax	*19.1*	*.0083*	*28.9*	*13.0*	*19.6*	*22.6*	*15.4*	*6.9*	*364,309*	*62,736*	*28,926*	*37,247*	*16,153*	*109,043*	*8,935*

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Sources: S&MM "Survey of Buying Power" 1981; U.S. government agencies; Washington Today/The Scarborough Report.

D.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Falls Church, Va.	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Falls Church	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Loudoun, Va.	59.0	.0258	29.8	10.0	21.0	17.4	21.6	19.4	217,093	55,548	17,372	4,203	4,743	34,986	11,996
Manassas, Va.	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
Manassas	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
Manassas Park, Va.	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Manassas Park	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Prince William, Va.	148.8	.0651	25.6	11.5	24.5	19.0	8.1	44.9	703,869	154,095	51,492	72,072	25,594	148,292	36,104
SUBURBAN TOTAL	2,442.8	1.0689	29.1	13.2	20.3	19.5	18.5	877.7	13,070,604	2,799,057	989,745	1,933,832	594,226	2,605,161	575,900
TOTAL METRO COUNTIES	**628.5**	**.2751**	**31.5**	**15.2**	**19.5**	**16.6**	**26.6**	**251.7**	**2,410,079**	**435,458**	**450,959**	**178,630**	**133,212**	**200,810**	**114,588**
TOTAL STATE	**628.5**	**.2751**	**31.5**	**15.2**	**19.5**	**16.6**	**26.6**	**251.7**	**2,410,079**	**435,458**	**450,959**	**178,630**	**133,212**	**200,810**	**114,588**

D.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WASHINGTON	**33,484,286**	**26,217**	**2.9**	**9.5**	**25.0**	**53.1**	**1.6725**
District of Columbia	6,499,848	20,066	4.5	13.6	27.0	38.2	.3089
• Washington	6,499,848	20,066	4.5	13.6	27.0	38.2	3089
Charles, Md.	578,132	24,114	3.3	9.4	27.3	47.4	.0307
Montgomery, Md.	6,814,447	28,988	2.3	7.9	22.7	59.9	.3423
Rockville	394,890	25,506	2.5	9.1	28.2	51.6	.0263
Prince George's, Md.	6,008,350	24,597	2.8	10.2	30.1	48.7	.3297
Alexandria, Va.	1,350,197	23,647	3.5	11.2	28.2	46.5	.0706
Alexandria	1,350,197	23.647	3.5	11.2	28.2	46.5	.0706
Arlington, Va.	2,159,032	25,747	2.9	10.6	26.3	51.7	.0993
Fairfax, Va.	7,600,[illegible]22	33,319	1.6	5.6	18.3	69.3	.3503
Fairfax city, Va.	249,584	33,732	1.4	4.1	20.2	69.9	.0198
Fairfax	249,584	33,732	1.4	4.1	20.2	69.9	.0198
Falls Church, Va.	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Falls Church	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Loudoun, Va.	529,919	25,177	3.2	9.8	23.3	50.4	.0264
Manassas, Va.	173,536	29,252	2.2	6.9	21.5	63.0	.0099
Manassas	173,536	29,252	2.2	6.9	21.5	63.0	.0099
Manassas Park, Va.	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Manassas Park	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Prince William, Va.	1,340,215	27,864	2.2	7.8	24.4	58.7	.0717
SUBURBAN TOTAL	26,984,438	27,798	2.4	8.4	24.4	57.2	1.3636
TOTAL METRO COUNTIES	**6,499,848**	**20,066**	**4.5**	**13.6**	**27.0**	**38.2**	**.3089**
TOTAL STATE	**6,499,848**	**20,066**	**4.5**	**13.6**	**27.0**	**38.2**	**.3089**

FLORIDA

FLA.
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BRADENTON	**152.3**	**.0666**	**51.7**	**7.9**	**9.9**	**11.5**	**52.2**	**63.9**	**714,321**	**192,370**	**72,896**	**115,492**	**29,680**	**134,668**	**31,506**
Manatee	152.3	.0666	51.7	7.9	9.9	11.5	52.2	63.9	714,321	192,370	72,896	115,492	29,680	134,668	31,506
• Bradenton	30.8	.0135	49.2	8.5	10.9	11.1	49.4	13.0	262,750	37,653	24,921	51,680	12,131	56,642	17,843
SUBURBAN TOTAL	121.5	.0531	52.2	7.8	9.7	11.6	52.9	50.9	451,571	154,717	47,975	63,812	17,549	78,026	13,663
DAYTONA BEACH	**265.4**	**.1161**	**42.5**	**10.7**	**11.5**	**13.9**	**43.0**	**109.4**	**1,268,986**	**277,591**	**144,495**	**159,936**	**45,485**	**190,502**	**64,768**
Volusia	265.4	.1161	42.5	10.7	11.5	13.9	43.0	109.4	1,268,986	277,591	144,495	159,936	45,485	190,502	64,768
• Daytona Beach	54.6	.0239	39.4	13.3	10.9	13.8	40.3	22.7	585,872	57,246	71,184	140,944	25,521	116,025	20,372
SUBURBAN TOTAL	210.8	.0922	43.2	10.1	11.6	14.0	43.7	86.7	683,114	220,345	73,311	18,992	19,964	74,477	44,396
FORT LAUDERDALE - HOLLYWOOD	**1,042.8**	**.4564**	**39.5**	**9.7**	**14.1**	**15.5**	**39.1**	**431.7**	**6,137,624**	**1,307,296**	**626,443**	**735,877**	**306,016**	**1,399,615**	**239,110**
Broward	1,042.8	.4564	39.5	9.7	14.1	15.5	39.1	431.7	6,137,624	1,307,296	626,443	735,877	306,016	1,399,615	239,110
• Fort Lauderdale	152.9	.0669	40.7	11.4	13.4	15.8	40.2	72.0	1,576,930	192,863	212,062	162,588	43,236	534,797	37,539
• Hollywood	116.9	.0512	41.5	9.0	13.5	15.5	41.2	49.8	968,806	224,956	56,876	186,807	35,340	173,509	47,755
SUBURBAN TOTAL	773.0	.3383	38.9	9.5	14.3	15.5	38.6	309.9	3,591,888	889,477	357,505	386,482	227,440	691,309	153,816
FORT MYERS - CAPE CORAL	**212.7**	**.0931**	**41.0**	**9.1**	**12.8**	**13.5**	**41.9**	**86.4**	**1,154,930**	**292,750**	**91,359**	**139,155**	**75,896**	**203,297**	**31,855**
Lee	212.7	.0931	41.0	9.1	12.8	13.5	41.9	86.4	1,154,930	292,750	91,359	139,155	75,896	203,297	31,855
• Cape Coral	33.4	.0146	53.8	4.8	8.9	12.3	58.1	14.8	117,755	50,596	8,505	1,559	6,413	4,588	5,141
• Fort Myers	36.9	.0161	33.5	10.2	15.4	14.5	33.2	15.2	616,409	127,037	32,162	116,317	33,292	180,268	11,185
SUBURBAN TOTAL	142.4	.0624	39.4	9.8	13.0	13.6	40.3	56.4	420,766	115,117	50,692	21,279	36,191	18,441	15,529
FORT WALTON BEACH	**111.6**	**.0488**	**25.9**	**16.6**	**20.6**	**18.3**	**13.0**	**38.7**	**460,372**	**100,111**	**45,875**	**71,970**	**21,889**	**76,547**	**11,030**
Okaloosa	111.6	.0488	25.9	16.6	20.6	18.3	13.0	38.7	460,372	100,111	45,875	71,970	21,889	76,547	11,030
• Fort Walton Beach	20.9	.0091	24.1	9.4	15.4	22.3	11.1	7.3	191,189	26,312	25,277	16,035	11,132	50,439	2,709
SUBURBAN TOTAL	90.7	.0397	26.2	18.2	21.7	17.4	13.5	31.4	269,183	73,799	20,598	55,935	10,757	26,108	8,321
GAINESVILLE	**155.0**	**.0678**	**24.9**	**25.3**	**18.5**	**12.9**	**18.4**	**56.8**	**697,990**	**163,044**	**74,561**	**89,542**	**38,238**	**111,042**	**31,576**
Alachua	155.0	.0678	24.9	25.3	18.5	12.9	18.4	56.8	697,990	163,044	74,561	89,542	38,238	111,042	31,576
• Gainesville	82.3	.0360	24.2	31.9	18.6	11.7	16.0	29.4	590,937	127,048	51,321	88,046	36,328	106,702	28,116
SUBURBAN TOTAL	72.7	.0318	27.1	17.8	18.4	14.5	21.1	27.4	107,053	35,996	23,240	1,496	1,910	4,340	3,460

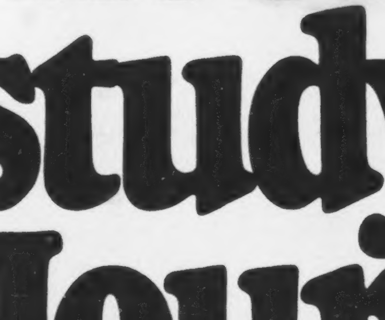
To learn Economics, study a little Journalism.

If you're looking for the most favorable economic climate in which to sell your goods, consider the success of those who advertise in The Journal Newspapers.

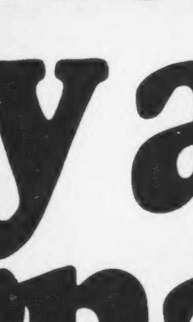
Twice a week, the five Journals reach more than 127,000 high-income families in the wealthy Maryland and Northern Virginia suburbs surrounding Washington. Which delivers an exceptional amount of buying power to advertisers.

But what makes The Journals even better is that these same suburbs account for 76% of the total retail sales in the entire metro Washington D.C. market.

So, putting two and two together, it's easy to see that Journal readers not only have the money to buy your products, but the stores to buy them in.



(100% AUDITED PAID CIRCULATION/ABC)
Source: ABC Audit Report 9/30/80

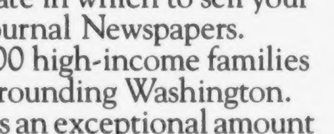


Source: Sales Marketing & Management Magazine

Still, the best reason to advertise in The Journals is the reason of economy itself. Since neither of Washington's two dailies reaches more than half the suburban market, adding The Journals gives you the most efficient coverage of these affluent suburbs you can get.

In short, The Journals are an extremely good buy.

For more information on the economics of Journalism, call Lindy Stevens at (202) 554-7550.



The Journal Newspapers.

THE ARLINGTON JOURNAL/THE FAIRFAX JOURNAL/THE ALEXANDRIA JOURNAL/THE MONTGOMERY JOURNAL/THE PRINCE GEORGE'S JOURNAL

#1 Growth Market in U.S.!

With an 89.8% increase in population from 1970 to 1979,* no other SMSA comes close to matching the rate of growth in the Fort Myers-Cape Coral, Fla. market.

Reach the Number One growth market by putting your advertising dollar in the Number One medium — the Fort Myers News-Press. We reach 62.9% of all households on a daily basis and 71.4% on Sundays.

Fort Myers News-Press

Represented by Gannett Newspaper Advertising Sales

* Source: Sales & Marketing Management, July 28, 1980.

FLA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
JACKSONVILLE	**746.9**	**.3268**	**29.5**	**13.8**	**17.0**	**17.0**	**23.6**	**270.3**	**3,348,640**	**759,717**	**263,183**	**378,525**	**129,695**	**727,910**	**123,971**
Baker	15.7	.0069	28.5	12.1	16.2	16.0	23.5	4.4	45,255	15,281	937	1,993	259	11,370	912
Clay	69.8	.0305	28.7	11.7	19.3	17.0	20.8	22.7	340,371	73,450	28,420	90,072	7,355	28,857	14,825
Duval	574.7	.2515	29.4	14.5	17.1	17.2	23.1	212.4	2,648,018	584,136	210,715	271,288	118,415	625,450	101,721
• Jacksonville	544.4	.2383	29.4	14.5	17.1	17.2	23.1	201.2	2,522,478	550,154	191,545	264,826	115,842	601,378	97,480
Nassau	33.8	.0148	29.0	11.0	17.2	16.8	22.9	11.4	99,415	35,880	7,970	5,471	604	12,775	3,366
St. Johns	52.9	.0231	33.9	11.1	12.8	15.2	33.4	19.4	215,581	50,970	15,141	9,701	3,062	49,458	3,147

JACKSONVILLE
Jacksonville
St. Augustine

A MARKET THAT WORKS

Looking for a hot Sun Belt Market? Jacksonville is the market that works. Over a five-day period our Jacksonville papers reach 375,000 adult readers in the five-county SMSA. That's about three-fourths of all adults in the market. Sunday audience increases to reach about eight out of ten adults. Our penetration tops any other major metropolitan market in Florida. Add the St. Augustine Record and you've got a red-hot market that works!

Sources: Circulation '80-81; Belden CMS, '80

Florida Publishing Co.

The Florida Times-Union, mornings
Jacksonville Journal, evenings
Times-Union Journal, weekends
St. Augustine Record, evenings

One Riverside Avenue, Jacksonville, FL 32202
Phone (904) 359-4350

Represented nationally by Branham Newspaper Sales

Brevard County, Florida

THE PLACE THAT LAUNCHED A THOUSAND SHIPS.

BUT, THAT'S NOT ALL

The Brevard County area is not only home for the Space Shuttle Program, but also a new home for major corporations throughout the United States that have discovered its wealth and splendor. Last year alone, 21 clean, high-grade industries located in Brevard County. Brevard's growth is out of this world!

LOOK US OVER

The market is stronger than ever before. If you want to reach one of Florida's fastest growing markets, look us over. You will find a wealthy, young community continuing to grow.

Serving A Rich Florida Market in the Orlando-Daytona ADI

TODAY

Florida's Space Age Newspaper

Covering all of Brevard with award-winning weekly newspapers

Star-Advocate North Brevard — The Tribune Central Brevard — The Times South Brevard

Represented Nationally by Gannett Newspaper Advertising Sales Contact LINDA HILL, NATIONAL AD MGR. (305) 632-8700 Ext. 223

FLA. (cont.)
S&MM ESTIMATES

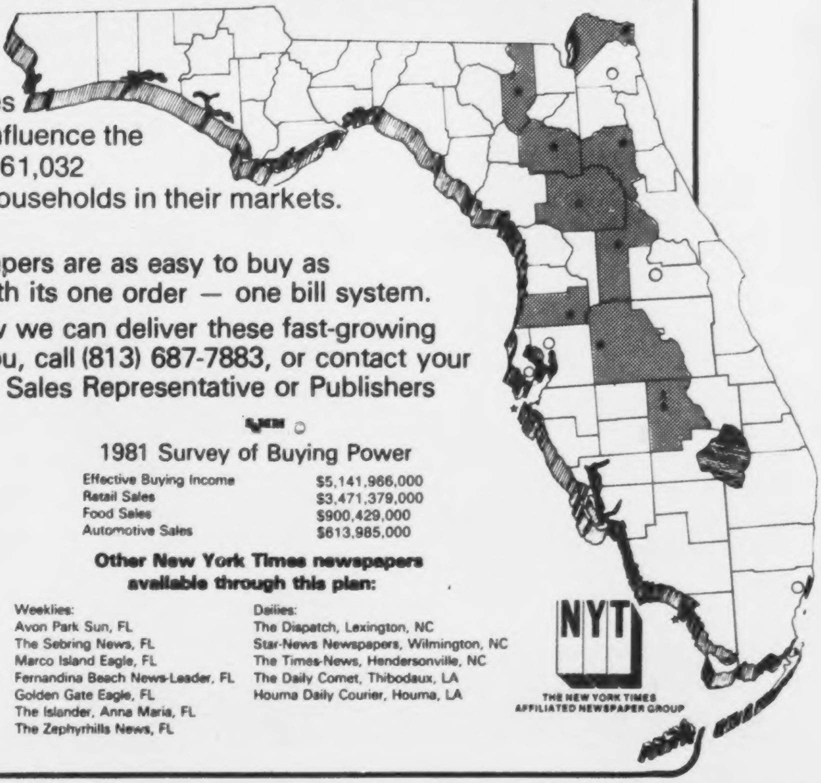
METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SUBURBAN TOTAL	202.5	.0885	29.9	11.9	16.6	16.5	25.0	69.1	826,162	209,563	71,638	113,699	13,853	126,532	26,491
LAKELAND - WINTER HAVEN	**328.0**	**.1436**	**32.2**	**12.5**	**15.1**	**16.0**	**29.7**	**118.0**	**1,484,436**	**367,136**	**115,473**	**179,923**	**49,984**	**283,636**	**59,603**
Polk	328.0	.1436	32.2	12.5	15.1	16.0	29.7	118.0	1,484,436	367,136	115,473	179,923	49,984	283,636	59,603
• Lakeland	47.7	.0209	35.4	13.3	12.4	15.1	35.2	19.1	613,700	136,699	45,412	87,748	25,296	120,771	24,650
• Winter Haven	21.4	.0094	36.7	12.6	12.3	15.9	36.0	9.1	312,835	66,310	27,792	51,334	6,188	42,083	16,267
SUBURBAN TOTAL	258.9	.1133	31.5	12.4	15.9	16.1	28.2	89.8	557,901	164,127	42,269	40,841	18,500	120,782	18,686
MELBOURNE - TITUSVILLE - COCOA	**276.1**	**.1208**	**30.4**	**11.8**	**20.6**	**21.6**	**19.0**	**104.9**	**1,188,339**	**278,033**	**119,964**	**180,657**	**42,755**	**203,364**	**51,826**
Brevard	276.1	.1208	30.4	11.8	20.6	21.6	19.0	104.9	1,188,339	278,033	119,964	180,657	42,755	203,364	51,826
• Cocoa	16.1	.0070	29.8	14.0	20.2	19.8	19.7	6.4	95,516	28,975	4,442	17,635	4,892	10,746	3,151
• Melbourne	47.0	.0206	31.2	12.4	17.9	20.2	23.1	18.1	401,499	97,221	26,741	59,010	13,527	89,395	12,913
• Titusville	32.0	.0140	29.9	9.5	22.2	23.1	15.5	11.7	139,444	31,324	16,438	25,517	2,321	27,395	7,488
SUBURBAN TOTAL	181.0	.0792	30.4	11.9	21.1	21.8	18.5	68.7	551,880	120,513	72,343	78,495	22,015	75,828	28,274

We Deliver Central Florida

A golden path cuts through the middle of the state of Florida ... six New York Times daily newspapers that can influence the effective buying income of 161,032 households, or 58% of the households in their markets.

And these golden market papers are as easy to buy as any of the major markets with its one order — one bill system.

For more information on how we can deliver these fast-growing Central Florida markets to you, call (813) 687-7883, or contact your nearest Branham Newspaper Sales Representative or Publishers Representative of Florida.



S&MM ○

1981 Survey of Buying Power

Effective Buying Income $5,141,966,000
Retail Sales $3,471,379,000
Food Sales $900,429,000
Automotive Sales $613,985,000

Put Yourself in this sales and profit picture. Just contact . . .

- Gainesville Sun P.O. Drawer A Gainesville, FL 32602 (904) 378-1411
- Ocala Star-Banner P.O. Box 490 Ocala, FL 32670 (904) 629-0011
- The Ledger P.O. Box 408 Lakeland, FL 33802 (813) 687-7000
- Lake City Reporter P.O. Box 1709 Lake City, FL 32055 (904) 752-1297
- Leesburg/Commercial P.O. Box 7 Leesburg, FL 32748 (904) 787-4515
- Palatka Daily News P.O. Box 777 Palatka, FL 32077 (904) 328-2721

Other New York Times newspapers available through this plan:

Weeklies:
Avon Park Sun, FL
The Sebring News, FL
Marco Island Eagle, FL
Fernandina Beach News-Leader, FL
Golden Gate Eagle, FL
The Islander, Anna Maria, FL
The Zephyrhills News, FL

Dailies:
The Dispatch, Lexington, NC
Star-News Newspapers, Wilmington, NC
The Times-News, Hendersonville, NC
The Daily Comet, Thibodaux, LA
Houma Daily Courier, Houma, LA

NYT
THE NEW YORK TIMES AFFILIATED NEWSPAPER GROUP

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP
1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MIAMI	**1,719.2**	**.7524**	**35.7**	**11.6**	**15.4**	**17.9**	**32.9**	**636.8**	**8,168,167**	**1,777,093**	**745,573**	**1,119,095**	**566,336**	**1,384,321**	**339,224**
Dade	1,719.2	.7524	35.7	11.6	15.4	17.9	32.9	636.8	8,168,167	1,777,093	745,573	1,119,095	566,336	1,384,321	339,224
Coral Gables	43.7	.0191	35.1	22.3	11.8	15.6	34.6	16.4	368,843	82,060	37,667	7,818	17,348	120,959	9,845
Hialeah	168.0	.0735	33.9	11.5	15.8	22.5	25.8	56.4	803,886	148,319	57,162	171,606	67,082	79,183	24,229
• Miami	389.6	.1705	38.4	10.9	15.9	18.3	36.0	155.9	1,887,859	311,291	193,301	210,177	166,613	338,950	93,781
Miami Beach	97.0	.0425	65.4	4.8	5.1	9.6	73.9	57.5	340,525	96,573	50,450	14,071	7,972	40,278	28,496
SUBURBAN TOTAL	1,329.6	.5819	34.9	11.8	15.3	17.8	32.0	480.9	6,280,308	1,465,802	552,272	908,918	399,723	1,045,371	245,443
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,762.0***	***1.2088***	***37.0***	***10.9***	***14.9***	***17.0***	***35.3***	***1,068.5***	***14,305,791***	***3,084,389***	***1,372,016***	***1,854,972***	***872,352***	***2,783,936***	***578,334***
OCALA	**126.5**	**.0554**	**33.1**	**10.6**	**14.4**	**15.0**	**32.2**	**47.5**	**518,746**	**148,670**	**44,399**	**49,092**	**14,316**	**70,801**	**17,003**
Marion	126.5	.0554	33.1	10.6	14.4	15.0	32.2	47.5	518,746	148,670	44,399	49,092	14,316	70,801	17,003
• Ocala	38.2	.0167	29.7	9.8	11.8	16.9	26.9	14.7	396,920	107,246	37,549	47,302	12,409	56,512	14,059
SUBURBAN TOTAL	88.3	.0387	34.2	10.9	15.6	14.2	34.4	32.8	121,826	41,424	6,850	1,790	1,907	14,289	2,944
ORLANDO	**719.4**	**.3148**	**31.1**	**12.4**	**15.8**	**17.5**	**26.4**	**262.6**	**3,454,147**	**863,501**	**339,097**	**448,001**	**127,238**	**656,546**	**91,801**
Orange	481.2	.2106	30.7	13.5	16.0	17.8	25.4	176.6	2,390,022	587,684	245,097	262,531	93,596	466,218	59,483
• Orlando	130.5	.0571	32.2	16.5	13.9	15.5	30.6	50.4	1,013,648	176,720	108,581	143,393	67,029	216,910	30,365
Osceola	51.1	.0223	39.6	9.0	12.4	13.2	40.9	19.4	208,507	60,372	24,480	15,522	5,445	45,356	8,646
Seminole	187.1	.0819	30.6	10.6	16.6	17.8	24.9	66.6	855,618	215,445	69,520	169,948	28,197	144,972	23,672
SUBURBAN TOTAL	588.9	.2577	30.9	11.5	16.3	17.9	25.5	212.2	2,440,499	686,781	230,516	304,608	60,209	439,636	61,436
PANAMA CITY	**99.3**	**.0435**	**29.0**	**13.9**	**17.0**	**17.1**	**22.7**	**35.8**	**489,988**	**89,032**	**54,522**	**76,957**	**29,702**	**107,200**	**12,081**
Bay	99.3	.0435	29.0	13.9	17.0	17.1	22.7	35.8	489,988	89,032	54,522	76,957	29,702	107,200	12,081
• Panama City	33.3	.0146	30.6	13.7	15.0	16.5	27.0	12.7	386,276	60,988	41,175	68,665	27,402	93,073	10,748
SUBURBAN TOTAL	66.0	.0289	28.3	14.0	18.0	17.4	20.5	23.1	103,712	28,044	13,347	8,292	2,300	14,127	1,333
PENSACOLA	**293.3**	**.1283**	**27.3**	**16.9**	**17.4**	**16.6**	**20.1**	**102.2**	**1,170,779**	**281,330**	**96,512**	**182,341**	**45,579**	**261,271**	**34,827**
Escambia	235.9	.1032	27.5	16.9	17.3	16.6	20.6	82.9	1,025,588	214,904	88,547	174,662	40,933	237,394	30,403
• Pensacola	57.5	.0252	31.2	12.9	15.5	16.7	27.4	22.4	380,239	88,331	24,693	10,481	13,382	148,064	12,673
Santa Rosa	57.4	.0251	26.6	16.9	18.5	16.2	18.3	19.3	145,191	66,426	7,965	7,679	4,646	23,877	4,424
SUBURBAN TOTAL	235.8	.1031	26.5	17.9	17.9	16.5	18.4	79.8	790,540	192,999	71,819	171,860	32,197	113,207	22,154

The circulation race in South Florida is no contest.

The Miami Herald/News, 69%
Ft. Lauderdale News/Sun-Sentinel, 24%
Hollywood Sun-Tattler, 7%.

The dominant newspaper buy in South Florida is The Miami Herald/News any day of the week. In fact, after five days the net reach of The Herald/News is 80% of all South Florida adults. After four Sundays, 84%.

South Florida is uniquely enriched by a Latin population of 628,000 reached and influenced by the daily and Sunday El Miami Herald in Spanish with a 233% circulation increase over the past five years.

South Florida is the nation's 12th largest market with more than 2.5 million people and an effective buying income of over $21 billion annually. It is one of the fastest growing markets in the United States.

South Florida is the Market of the '80's.

The Miami Herald / El Miami Herald / The Miami News
A Knight-Ridder Newspaper · Serving Miami's Latin Community · A Cox Newspaper

Represented nationally by Knight-Ridder Newspaper Sales, Inc. and Metropolitan Sunday Newspapers, Inc.

1ST IN THE 34TH

- **FIRST IN GROWTH:** WFTV is the #1 station in the fastest growing major television market in the fastest growing state in the nation.
- **FIRST IN AUDIENCE DELIVERY:** WFTV delivers the largest audience of any station in the market in every demographic category measured.*
- **FIRST IN LOCAL NEWS:** With the largest staff and most extensive equipment of any area station, WFTV ranks first in local news audience delivery in Orlando-Daytona Beach.**
- **FIRST (AND ONLY) 24-HOUR STATION:** WFTV is the only station in the market to offer entertainment and news programming 24 hours a day, 7 days a week.
- **FIRST IN LOCAL PRODUCTION:** With the most extensive state-of-the-art equipment for studio and remote production and the market's largest staff, WFTV produces more local programming and commercial material than any competitive station.
- **FIRST IN MARKET RESEARCH:** As part of a continuing program to improve the accuracy of television audience measurements, WFTV research efforts resulted in early revision of household and population estimates by Arbitron and Nielsen for every county in the nation in May 1981.
- **FIRST IN COMMUNITY RESPONSIBLITY:** With pertinent editorials, some of the best-researched documentaries in the industry and a targeted public service program, WFTV plays a significant role in assuring a bright future for its entire market.

abc WFTV 9

ORLANDO — DAYTONA BEACH

Data in this advertisement are estimates and subject to published qualifications.

**Arbitron, February 1981, sign-on to sign-off, daypart summary section. Nielsen, February 1981, Sunday-Saturday, 7:00 AM-1:00 AM daypart summary section.*

***Arbitron and Nielsen, February 1981, program audience sections, Monday-Friday, 12:00-12:30 PM, 6:00-6:30 PM, and 11:00-11:30 PM.*

SARASOTA HERALD-TRIBUNE & SARASOTA JOURNAL

OVER 90% PENETRATION
OF THE SARASOTA METRO MARKET WITH

Per Capita **RETAIL SALES** .... **35% HIGHER** than Tampa-St. Pete
Per Capita **DRUG STORE SALES** .... **38% HIGHER** than Tampa-St. Pete
Per Capita **APPAREL SALES**.......................... **54% HIGHER** than Tampa-St. Pete
Per Capita **FURN.-HOME FURNISHING SALES**. . . . **223% HIGHER** than Tampa-St. Pete
Per Capita **AUTOMOTIVE SALES**.............. **16% HIGHER** than Tampa-St. Pete

SARASOTA TAMPA BAY'S BEST MARKET

Source: Sales Management Survey of Buying Power, Three Sigma Research Center
Represented by: Branham Newspapers Sales & Publishers Representatives of Florida

FLA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SARASOTA	**208.3**	**.0912**	**52.1**	**7.6**	**9.9**	**12.4**	**53.1**	**92.0**	**1,223,537**	**270,610**	**133,771**	**132,246**	**104,851**	**193,263**	**43,396**
Sarasota	208.3	.0912	52.1	7.6	9.9	12.4	53.1	92.0	1,223,537	270,610	133,771	132,246	104,851	193,263	43,396
• Sarasota	49.2	.0215	47.5	10.2	10.8	12.7	47.9	22.9	472,816	85,271	54,164	72,770	17,844	38,083	20,174
SUBURBAN TOTAL	159.1	.0697	53.1	6.8	9.6	12.4	54.5	69.1	750,721	185,339	79,607	59,476	87,007	155,180	23,222
TALLAHASSEE	**163.5**	**.0716**	**25.6**	**23.2**	**19.0**	**14.0**	**18.3**	**60.1**	**721,527**	**175,835**	**69,468**	**100,551**	**26,509**	**124,285**	**18,332**
Leon	152.2	.0666	25.3	24.1	19.0	14.0	17.5	56.2	707,342	169,162	67,255	99,631	26,027	122,209	17,750
• Tallahassee	81.5	.0357	24.8	28.2	18.8	12.5	17.7	31.0	447,994	116,453	41,758	69,948	21,947	45,253	13,700
Wakulla	11.3	.0050	31.2	11.8	15.5	14.9	29.1	3.9	14,185	6,673	2,213	920	482	2,076	582
SUBURBAN TOTAL	82.0	.0359	26.7	18.4	18.8	15.6	18.9	29.1	273,533	59,382	27,710	30,603	4,562	79,032	4,632
TAMPA - ST. PETERSBURG	**1,605.0**	**.7023**	**41.5**	**10.3**	**12.7**	**14.0**	**42.1**	**658.2**	**7,433,400**	**2,024,279**	**687,245**	**1,050,684**	**286,002**	**1,279,416**	**241,675**
Hillsborough	659.1	.2884	31.3	13.7	16.6	16.6	27.2	244.8	3,345,306	847,555	307,727	465,733	109,781	646,243	96,086
• Tampa	272.7	.1193	33.4	13.5	14.7	16.3	31.3	110.0	1,814,901	299,773	202,226	256,389	78,525	421,514	60,861
Pasco	202.7	.0887	53.7	7.9	8.8	10.0	55.4	85.6	574,841	190,306	40,922	62,492	29,330	67,060	29,021
Pinellas	743.2	.3252	51.3	8.0	10.3	12.8	51.6	327.8	3,513,253	986,418	338,596	522,459	146,891	566,113	116,568
Clearwater	88.1	.0386	50.6	8.5	10.6	12.9	50.8	40.3	781,648	158,648	91,379	97,885	41,620	197,660	15,862
• St. Petersburg	237.2	.1038	51.7	8.3	9.9	12.5	52.0	108.6	1,100,023	343,382	81,783	195,854	29,619	162,250	31,383
SUBURBAN TOTAL	1,095.1	.4792	42.0	10.0	12.7	13.8	42.6	439.6	4,518,476	1,381,124	403,236	598,441	177,858	695,652	149,431
WEST PALM BEACH - BOCA RATON	**589.6**	**.2581**	**37.6**	**10.5**	**14.2**	**15.0**	**37.6**	**242.6**	**3,090,880**	**750,831**	**282,519**	**398,416**	**165,796**	**588,236**	**111,238**
Palm Beach	589.6	.2581	37.6	10.5	14.2	15.0	37.6	242.6	3,090,880	750,831	282,519	398,416	165,796	588,236	111,238
• Boca Raton	50.5	.0221	44.5	11.6	12.3	13.4	45.1	22.0	343,521	96,878	41,909	70,923	28,550	4,446	8,131
• West Palm Beach	62.9	.0275	41.2	11.6	12.9	14.7	41.4	27.5	662,788	105,053	45,420	144,812	26,653	158,688	19,128
SUBURBAN TOTAL	476.2	.2085	36.6	10.3	14.6	15.2	36.3	193.1	2,084,571	548,900	195,190	182,681	110,593	425,102	83,979
OTHER COUNTIES															
Bradford	20.4	.0089	30.2	13.2	17.7	16.4	25.0	6.5	55,303	21,401	4,297	3,716	1,354	8,174	2,807
Calhoun	9.4	.0041	32.4	11.3	14.6	14.4	31.8	3.3	29,244	10,123	656	1,163	71	5,135	887
Charlotte	61.4	.0269	57.8	5.4	7.6	9.5	63.3	27.3	258,128	40,318	11,884	20,872	8,479	50,825	18,868
Citrus	57.3	.0251	51.4	6.6	9.4	11.4	52.1	24.2	169,325	50,684	11,860	7,294	5,667	17,070	6,505
Collier	89.5	.0392	35.4	9.4	14.0	14.8	35.7	35.8	584,617	129,075	51,184	64,749	38,734	113,811	14,505
Columbia	36.2	.0158	29.4	12.6	15.9	15.9	25.2	12.6	136,902	30,277	11,536	12,423	2,994	24,361	5,376
De Soto	19.5	.0085	33.7	10.5	14.9	14.5	33.5	6.5	61,180	21,750	3,261	4,915	786	11,530	2,307
Dixie	7.9	.0035	29.5	13.3	16.5	14.7	26.2	2.7	22,732	9,299	788	269	480	2,807	715
Flagler	11.4	.0050	35.0	9.6	12.1	14.7	35.3	4.6	31,551	8,819	2,001	171	429	9,430	361
Franklin	7.7	.0034	34.2	11.0	13.8	14.0	34.9	2.8	25,450	11,645	2,074	532	755	1,636	828

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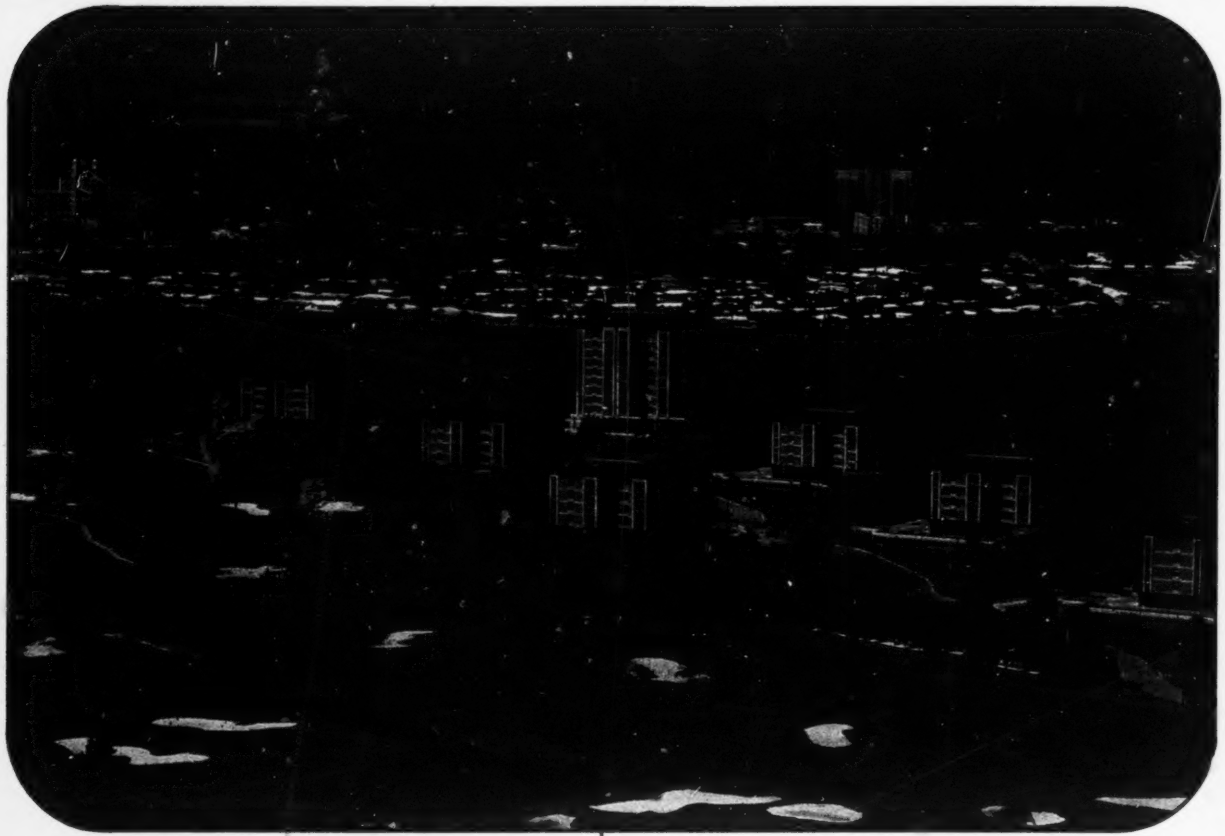

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FLA. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Gadsden	41.9	.0183	28.3	11.4	14.1	14.0	26.5	12.4	90,510	25,320	3,959	6,261	2,641	20,057	2,907
Gilchrist	5.9	.0026	32.3	10.4	16.5	15.7	29.8	2.1	6,882	4,492	543	83	38		96
Glades	6.2	.0027	31.7	10.3	16.4	16.9	27.7	2.3	4,220	2,501	574	229	26	56	
Gulf	10.7	.0047	30.6	11.5	16.4	17.5	25.3	3.7	25,335	12,663	1,561	1,410	1,015	2,773	1,026
Hamilton	8.8	.0039	30.3	12.0	13.6	13.1	30.4	3.0	32,433	8,865	3,067	1,868	711	3,252	572
Hardee	19.7	.0086	29.8	12.2	15.1	15.4	26.8	6.4	56,789	23,087	1,713	1,639	1,251	6,019	2,939
Hendry	19.1	.0084	27.8	12.8	16.5	16.0	22.1	6.2	85,800	38,831	4,091	4,149	1,794	13,461	2,800
Hernando	46.5	.0203	40.5	8.7	12.1	12.9	41.8	18.7	154,685	53,629	9,921	10,624	4,239	17,404	5,310
Highlands	48.8	.0214	41.1	8.8	12.0	13.2	42.1	19.7	192,955	60,887	12,227	15,313	5,686	31,184	8,464
Holmes	15.1	.0066	35.3	11.2	14.0	14.2	36.1	5.4	32,873	12,915	1,610	733	690	6,603	1,616
Indian River	61.6	.0270	36.9	9.0	13.9	14.9	37.0	24.3	285,187	82,432	24,882	10,018	21,962	54,237	13,950
Jackson	39.6	.0173	31.3	12.8	14.1	14.8	29.9	13.6	130,241	41,180	8,655	12,516	4,941	27,275	4,753
Jefferson	10.9	.0048	29.4	11.7	12.1	13.9	29.3	3.6	27,546	7,912	592	771	1,482	3,860	2,266
Lafayette	4.1	.0018	32.9	10.7	15.1	13.9	33.0	1.5	6,304	2,608	178	198	148	67	42
Lake	107.5	.0470	41.0	9.2	12.1	13.6	41.8	43.1	449,378	131,894	27,865	32,482	16,287	91,650	20,709
Levy	20.4	.0089	34.3	10.2	13.3	14.5	34.5	7.5	57,260	22,507	3,134	3,189	2,510	8,279	945
Liberty	4.3	.0019	31.1	11.8	15.2	15.3	28.7	1.5	3,981	347	353	738	336	145	
Madison	15.0	.0066	30.8	13.2	13.2	13.4	31.0	5.0	41,154	12,500	1,004	465	439	5,883	4,247
Martin	66.6	.0292	40.4	10.6	11.9	12.8	41.8	27.2	328,083	93,781	27,213	16,561	19,443	49,197	12,626
Monroe	64.0	.0280	31.0	15.5	17.9	15.9	26.9	27.2	330,982	79,886	45,958	36,524	9,471	29,616	16,895
Okeechobee	21.0	.0092	27.3	10.9	15.2	15.2	23.1	7.3	74,884	31,737	6,532	4,493	2,719	5,960	1,326
Putnam	51.6	.0226	32.2	11.4	13.9	15.6	30.5	19.0	183,927	59,408	7,073	7,462	5,064	32,495	13,575
St. Lucie	90.0	.0394	33.4	10.5	13.6	15.1	32.7	33.9	399,889	88,040	27,850	40,634	15,434	93,536	14,073
Sumter	25.0	.0109	32.3	13.0	14.0	13.5	32.6	8.9	69,135	25,190	4,662	1,254	1,140	2,224	2,426
Suwannee	22.8	.0100	31.9	11.4	13.9	14.7	31.0	8.0	69,572	24,109	2,435	5,812	2,087	12,939	2,896
Taylor	16.7	.0073	31.2	11.8	14.9	16.3	28.0	6.0	60,375	16,179	5,820	3,450	3,212	10,850	1,668
Union	10.2	.0045	30.2	18.1	24.8	18.0	20.0	2.2	8,728	3,753	57		139	1,284	367
Walton	21.7	.0095	35.6	11.2	13.3	16.3	34.3	8.3	48,175	16,540	1,858	1,792	1,044	6,912	1,673
Washington	14.7	.0064	33.8	10.2	14.2	14.2	34.1	5.4	29,234	16,654	1,116	1,528	587	1,465	1,213
TOTAL METRO COUNTIES	**8,814.9**	**3.8576**	**34.8**	**11.8**	**14.8**	**15.9**	**33.8**	**3,417.9**	**42,726,809**	**10,119,229**	**4,007,355**	**5,608,460**	**2,105,967**	**7,995,920**	**1,554,822**
TOTAL STATE	**10,026.0**	**4.3878**	**34.8**	**11.7**	**14.7**	**15.7**	**34.0**	**3,877.6**	**47,387,758**	**11,452,467**	**4,343,399**	**5,946,760**	**2,292,252**	**8,779,382**	**1,749,361**

If the *Survey of Buying Power* is important to your work, you owe it
to yourself to see and evaluate the new 1981 *Survey of Buying Power*
DATA SERVICE. For more information, see the brochure in this magazine.

FLA. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BRADENTON	**1,074,598**	**12,924**	**8.4**	**17.3**	**23.4**	**20.1**	**.0651**
Manatee	1,074,598	12,924	8.4	17.3	23.4	20.1	.0651
• Bradenton	199,350	11,386	8.8	16.1	23.0	16.0	.0164
SUBURBAN TOTAL	875,248	13,310	8.3	17.5	23.5	21.2	.0487
DAYTONA BEACH	**1,685,526**	**11,835**	**8.4**	**17.9**	**23.4**	**16.0**	**.1091**
Volusia	1,685,526	11,835	8.4	17.9	23.4	16.0	.1091
• Daytona Beach	339,123	10,938	8.4	17.1	20.7	15.7	.0323
SUBURBAN TOTAL	1,346,403	12,056	8.4	18.0	24.1	16.0	.0768
FORT LAUDERDALE - HOLLYWOOD	**9,479,620**	**17,825**	**6.0**	**15.8**	**28.5**	**30.1**	**.5431**
Broward	9,479,620	17,825	6.0	15.8	28.5	30.1	.5431
• Fort Lauderdale	1,707,061	17,869	5.6	15.9	26.5	32.0	.1094
• Hollywood	1,082,063	18,209	5.7	14.5	28.1	31.3	.0702
SUBURBAN TOTAL	6,690,496	17,756	6.1	15.9	29.1	29.5	.3635
FORT MYERS - CAPE CORAL	**1,553,554**	**14,729**	**7.3**	**17.8**	**27.4**	**21.7**	**.0973**
Lee	1,553.554	14,729	7.3	17.8	27.4	21.7	.0973
• Cape Coral	291,959	16,917	6.3	19.8	28.5	28.4	.0146
• Fort Myers	320,512	17,213	6.3	14.8	27.1	29.9	.0312
SUBURBAN TOTAL	941,083	13,525	7.8	18.1	27.1	17.8	.0515
FORT WALTON BEACH	**739,950**	**15,700**	**6.2**	**21.6**	**30.4**	**22.6**	**.0444**
Okaloosa	739,950	15,700	6.2	21.6	30.4	22.6	.0444
• Fort Walton Beach	156,080	19,492	3.5	16.7	32.5	33.0	.0121
SUBURBAN TOTAL	583,870	15,008	6.9	22.7	29.9	20.1	.0323
GAINESVILLE	**1,032,769**	**14,597**	**7.3**	**16.4**	**26.7**	**22.0**	**.0638**
Alachua	1,032,769	14,597	7.3	16.4	26.7	22.0	.0638
• Gainesville	546,874	14,770	7.5	16.2	26.4	22.9	.0406
SUBURBAN TOTAL	485,895	14,407	7.1	16.7	27.1	21.1	.0232
JACKSONVILLE	**5,079,427**	**15,744**	**6.1**	**16.8**	**29.1**	**23.4**	**.3095**

S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
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			A	B	C	D	
Baker	75,315	14,598	7.2	15.9	28.2	20.6	.0049
Clay	378,567	14,582	6.9	19.6	31.8	16.6	.0271
Duval	4,132,851	16,384	5.8	16.4	29.3	25.3	.2465
• Jacksonville	3,941,919	16,498	5.7	16.2	29.3	25.7	.2347
Nassau	187,310	15,551	6.1	16.1	34.7	17.6	.0113
St. Johns	305,384	10,841	8.7	18.3	21.1	14.3	.0197
SUBURBAN TOTAL	1,137,508	13,656	7.2	18.4	28.8	16.6	.0748
LAKELAND - WINTER HAVEN	**2,229,714**	**15,903**	**6.4**	**16.3**	**28.0**	**24.9**	**.1363**
Polk	2,229,714	15,903	6.4	16.3	28.0	24.9	.1363
• Lakeland	404,469	16,629	6.1	13.3	23.7	30.5	.0344
• Winter Haven	185,654	16,077	7.1	15.0	23.8	29.6	.0167
SUBURBAN TOTAL	1,639,591	15,768	6.5	17.0	29.5	23.1	.0852
MELBOURNE - TITUSVILLE - COCOA	**1,959,374**	**17,736**	**5.5**	**16.0**	**35.1**	**24.4**	**.1150**
Brevard	1,959,374	17,736	5.5	16.0	35.1	24.4	.1150
• Cocoa	111,267	15,682	6.3	15.2	29.4	22.9	.0075
• Melbourne	336,447	17,858	5.7	14.7	35.9	24.0	.0259
• Titusville	228,902	19,579	4.3	11.8	39.2	27.6	.0134
SUBURBAN TOTAL	1,282,758	17,494	5.6	17.1	34.8	24.1	.0682
MIAMI	**13,794,615**	**17,573**	**5.8**	**15.0**	**26.7**	**30.8**	**.7844**
Dade	13,794,615	17,573	5.8	15.0	26.7	30.8	.7844
Coral Gables	575,330	25,657	3.6	10.7	20.4	51.2	.0311
Hialeah	1,165,369	19,606	4.8	15.2	36.1	30.1	.0718
• Miami	2,625,438	13,573	7.6	18.3	26.2	18.7	.1651
Miami Beach	1,136,902	10,739	7.8	15.2	16.3	21.2	.0504
SUBURBAN TOTAL	11,169,177	19,145	5.2	13.9	26.9	34.6	.6193
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***23,274,235***	***17,679***	***5.9***	***15.3***	***27.4***	***30.5***	***1.3275***

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S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
OCALA	**753,664**	**12,442**	**7.7**	**18.7**	**23.5**	**17.5**	**.0480**
Marion	753,664	12,442	7.7	18.7	23.5	17.5	.0480
• Ocala	255,305	13,740	7.3	16.7	24.1	22.1	.0227
SUBURBAN TOTAL	498,359	12,008	7.9	19.7	23.2	15.4	.0253
ORLANDO	**5,320,501**	**16,993**	**6.1**	**15.8**	**28.1**	**28.3**	**.3170**
Orange	3,817,448	18,207	5.6	15.2	28.0	31.9	.2215
• Orlando	1,022,565	15,760	6.8	16.0	25.2	27.2	.0711
Osceola	267,590	10,732	8.5	17.8	22.7	12.3	.0184
Seminole	1,235,463	15,913	6.8	16.8	29.7	23.3	.0771
SUBURBAN TOTAL	4,297,936	17,255	6.0	15.7	28.7	28.5	.2459
PANAMA CITY	**597,513**	**14,256**	**6.9**	**19.8**	**28.8**	**18.3**	**.0403**
Bay	597,513	14,256	6.9	19.8	28.8	18.3	.0403
• Panama City	205,268	13,474	7.2	18.6	27.0	17.4	.0206
SUBURBAN TOTAL	392,245	14,650	6.8	20.4	29.8	18.8	.0197
PENSACOLA	**1,794,120**	**14,925**	**6.7**	**18.2**	**30.6**	**19.1**	**.1114**
Escambia	1,449,591	14,893	6.6	18.5	30.8	18.8	.0924
• Pensacola	391,968	14,574	6.5	15.1	26.0	22.8	.0276
Santa Rosa	344,529	15,068	6.8	17.3	29.6	20.7	.0190

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Source: S&MM Survey of Buying Power, 1980

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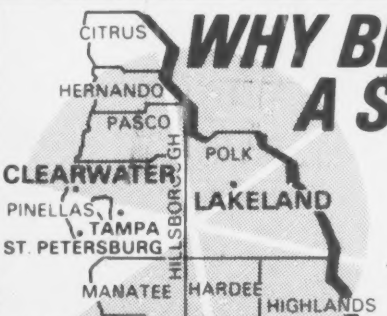
Morning and Sunday
The Tampa Times
Evening and Sunday

The Quality Buy

FLA. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	1,402,152	14,992	6.7	19.1	31.9	18.1	.0838
SARASOTA	**1,572,524**	**12,863**	**8.4**	**17.2**	**23.7**	**19.5**	**.0996**
Sarasota	1,572,524	12,863	8.4	17.2	23.7	19.5	.0996
• Sarasota	407,224	12,223	8.5	17.1	20.6	20.5	.0302
SUBURBAN TOTAL	1,165,300	13,081	8.4	17.3	24.7	19.1	.0694
TALLAHASSEE	**1,221,396**	**16,462**	**6.6**	**15.6**	**25.5**	**28.7**	**.0704**
Leon	1,170,681	16,981	6.5	15.3	25.6	30.0	.0675
• Tallahassee	650,933	16,803	6.7	15.2	24.2	30.6	.0390
Wakulla	50,715	11,131	8.3	19.6	24.7	10.2	.0029
SUBURBAN TOTAL	570,463	16,158	6.6	16.0	27.0	26.6	.0314
TAMPA - ST. PETERSBURG	**11,509,300**	**13,923**	**7.8**	**17.2**	**25.5**	**21.1**	**.6886**
Hillsborough	4,726,617	16,389	6.1	15.8	28.7	25.7	.2919
• Tampa	1,999,045	14,845	6.6	16.5	26.9	22.6	.1354
Pasco	1,007,720	8,976	11.5	18.6	18.4	7.6	.0634
Pinellas	5,774,963	13,788	8.1	18.0	24.9	21.2	.3333
Clearwater	748,815	14,646	8.0	17.7	25.7	23.2	.0526
• St. Petersburg	1,857,369	12,839	8.1	17.4	23.0	20.1	.1061
SUBURBAN TOTAL	7,652,886	13,957	8.0	17.4	25.8	21.0	.4471



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FLA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
WEST PALM BEACH - BOCA RATON	**5,885,776**	**18,384**	**5.9**	**14.4**	**25.0**	**34.0**	**.3098**
Palm Beach	5,885,776	18,384	5.9	14.4	25.0	34.0	.3098
• Boca Raton	796,526	26,738	3.6	10.0	22.2	53.6	.0370
• West Palm Beach	547,568	15,385	6.8	16.5	25.0	26.2	.0412
SUBURBAN TOTAL	4,541,682	18,061	6.0	14.6	25.2	33.0	.2316
OTHER COUNTIES							
Bradford	106,392	14,203	5.5	18.2	28.9	18.1	.0066
Calhoun	42,892	9,355	9.4	17.9	17.5	11.6	.0029
Charlotte	417,754	11,772	10.5	20.0	22.3	15.3	.0250
Citrus	317,745	10,164	10.1	20.4	19.3	11.0	.0190
Collier	725,010	14,466	7.7	18.9	24.9	23.2	.0460
Columbia	170,470	11,390	8.6	19.4	23.8	12.7	.0121
De Soto	90,284	10,934	9.7	20.2	23.2	10.7	.0061
Dixie	32,222	9,912	9.9	20.6	22.1	6.9	.0023
Flagler	46,076	7,281	10.5	18.8	11.8	4.9	.0032
Franklin	35,086	9,650	10.5	17.5	19.5	11.2	.0025
Gadsden	189,077	11,457	8.7	17.5	23.1	15.3	.0117
Gilchrist	25,758	11,048	5.9	21.9	22.9	8.9	.0015
Glades	22,190	8,107	13.7	18.3	13.9	4.8	.0012
Gulf	53,898	13,175	7.0	17.4	32.1	11.4	.0033
Hamilton	39,944	10,167	8.3	15.0	23.0	12.6	.0029
Hardee	100,343	12,447	8.0	22.5	22.0	16.6	.0062
Hendry	98,959	13,276	8.5	20.8	26.4	16.1	.0071
Hernando	228,665	9,864	9.5	19.9	21.4	8.1	.0151
Highlands	295,382	11,255	9.4	19.8	21.1	14.5	.0184
Holmes	54,450	7,763	8.4	19.8	15.2	5.5	.0038
Indian River	387,020	13,103	7.6	19.4	25.8	17.0	.0250
Jackson	167,508	9,191	8.7	16.3	20.9	9.4	.0122
Jefferson	47,454	10,590	6.8	15.6	24.1	12.0	.0030
Lafayette	18,190	9,380	9.9	20.8	16.8	9.2	.0011
Lake	680,551	12,093	8.5	19.2	23.0	16.5	.0421
Levy	97,545	10,518	9.1	19.4	22.5	10.5	.0063
Liberty	15,808	9,541	10.6	24.5	18.4	4.5	.0010
Madison	70,289	10,856	7.5	13.6	24.2	15.0	.0045
Martin	473,234	13,376	7.9	16.9	25.0	19.9	.0290
Monroe	543,010	15,331	6.8	19.0	27.7	23.5	.0309
Okeechobee	103,302	11,517	10.0	23.8	23.3	11.0	.0070
Putnam	274,798	11,768	7.3	17.5	24.2	14.8	.0178
St. Lucie	573,632	13,481	8.1	17.3	23.7	21.2	.0362
Sumter	110,334	9,950	7.1	19.1	19.9	10.8	.0072
Suwannee	127,007	11,082	7.5	15.5	23.3	15.0	.0077
Taylor	87,061	11,716	7.2	16.4	23.0	16.6	.0057
Union	32,126	11,136	9.0	23.7	23.5	9.3	.0021
Walton	97,041	9,235	7.8	19.0	19.6	8.5	.0060
Washington	65,175	8,597	7.8	15.6	19.4	9.6	.0040
TOTAL METRO COUNTIES	**67,283,941**	**15,904**	**6.6**	**16.3**	**27.1**	**25.7**	**3.9531**
TOTAL STATE	**74,347,623**	**15,359**	**6.8**	**16.6**	**26.7**	**24.5**	**4.3988**

Naples Daily News

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*Circulation Comparison**
Collier County, Florida

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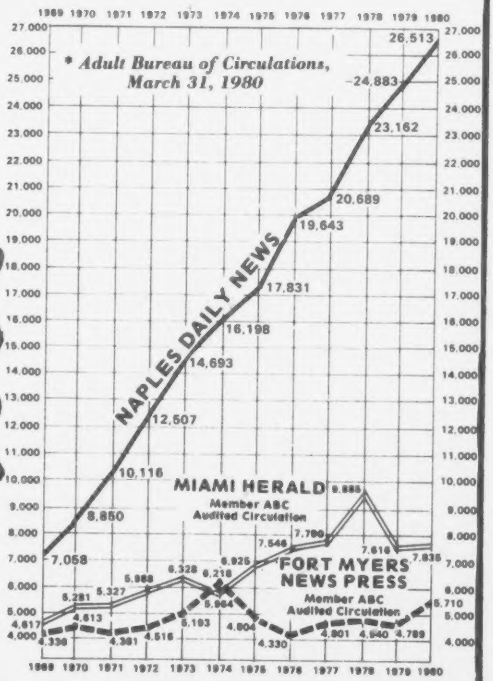

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Keeping pace with this growth are Palm Beach County's only a.m. and p.m. newspaper buy

The Post & The Evening Times

published by Palm Beach Newspapers, Inc.

*Source: Survey of Buying Power 1980

represented nationally by Sawyer-Ferguson-Walker

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GEORGIA

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POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALBANY	114.1	.0499	25.8	14.9	17.2	16.4	17.8	37.7	467,181	88,665	30,403	67,697	26,887	96,319	16,283
Dougherty	102.0	.0446	25.9	15.0	17.5	16.7	17.4	33.9	461,687	86,293	30,289	67,688	26,786	96,284	16,223
• Albany	73.9	.0323	26.4	14.0	17.2	16.8	18.5	25.4	388,435	72,863	25,321	40,342	21,345	95,377	13,122
Lee	12.1	.0053	24.4	14.1	13.6	14.3	20.8	3.8	5,494	2,372	114	9	101	35	60
SUBURBAN TOTAL	40.2	.0176	24.7	16.5	17.0	15.8	16.5	12.3	78,746	15,802	5,082	27,355	5,542	942	3,161
ATHENS	131.0	.0577	26.7	21.8	17.3	14.5	21.1	46.7	520,271	110,601	45,774	54,467	25,274	116,615	19,324
Clarke	75.2	.0329	24.6	28.8	17.7	13.3	17.3	27.2	419,853	84,158	36,359	49,233	21,809	99,723	16,355
• Athens	42.2	.0185	24.2	34.2	15.9	11.1	19.2	15.0	286,297	61,869	33,350	39,520	18,794	21,799	14,767
Jackson	25.7	.0113	31.0	12.0	16.3	15.8	27.6	8.8	78,155	16,910	8,105	4,136	3,293	14,642	2,183
Madison	18.1	.0079	30.4	11.6	17.2	16.9	25.2	6.3	12,734	5,727	830	253	59	2,020	505
Oconee	12.8	.0056	29.3	14.8	17.9	15.0	24.8	4.4	9,529	3,806	480	845	113	230	281
SUBURBAN TOTAL	89.6	.0392	28.4	16.0	18.0	16.0	22.0	31.7	233,974	48,732	12,424	14,947	6,480	94,816	4,557
ATLANTA	2,064.2	.9034	28.8	12.9	20.0	18.1	19.6	740.9	9,622,552	2,000,918	911,301	1,631,302	288,059	1,812,360	310,212
Butts	13.9	.0061	29.9	13.2	15.4	15.3	26.9	4.1	32,387	9,761	2,134	513	765	3,677	1,432
Cherokee	53.4	.0234	29.1	11.9	18.4	16.4	22.8	17.5	116,473	39,567	3,574	4,000	5,633	21,425	4,370
Clayton	154.5	.0676	26.5	13.2	24.2	17.9	11.6	52.5	834,157	176,256	58,058	182,790	17,634	119,361	28,236
Cobb	305.6	.1337	28.3	12.5	21.7	19.7	15.7	111.2	1,728,783	363,699	135,666	374,837	52,810	355,992	56,212
De Kalb	488.1	.2136	29.0	12.9	20.6	20.0	17.7	177.4	2,588,496	480,787	222,985	593,340	82,463	435,896	77,394
Douglas	56.7	.0248	27.9	11.1	19.5	17.0	19.2	17.7	169,531	58,463	10,249	8,833	2,958	29,799	9,951
Fayette	30.5	.0134	30.5	9.7	19.2	17.9	23.4	9.8	50,924	21,609	3,025	1,810	2,086	5,689	1,845
Forsyth	28.8	.0126	29.1	12.0	18.6	16.6	22.4	9.8	64,404	18,877	4,533	1,523	1,684	12,344	2,188
Fulton	588.9	.2578	30.1	14.6	18.0	17.1	24.1	227.7	3,033,095	523,038	402,290	401,516	100,934	583,466	88,200
• Atlanta	418.2	.1830	29.8	15.3	17.7	16.0	24.8	161.8	2,123,128	325,101	269,378	341,826	65,437	410,388	54,724
Gwinnett	174.6	.0764	27.6	11.1	21.4	16.5	17.6	58.3	563,873	179,826	33,845	36,387	12,385	147,065	22,743
Henry	37.3	.0163	29.3	10.4	15.7	17.4	23.7	12.1	82,520	20,259	9,861	2,390	921	16,911	1,207
Newton	35.1	.0154	28.9	12.3	16.1	16.0	24.1	11.3	108,693	31,966	8,951	13,689	2,349	16,624	6,056
Paulding	26.7	.0117	29.3	11.8	17.5	17.0	23.0	9.1	45,022	18,309	2,010	1,695	544	8,917	2,981
Rockdale	38.2	.0167	28.4	11.0	18.8	17.2	20.3	12.1	129,146	33,374	11,652	3,787	2,361	38,133	4,181
Walton	31.9	.0139	30.0	11.0	16.1	15.7	26.4	10.3	75,048	25,127	2,468	4,192	2,532	17,061	3,216
SUBURBAN TOTAL	1,646.0	.7204	28.6	12.3	20.4	18.7	18.3	579.1	7,499,424	1,675,817	641,923	1,289,476	222,622	1,401,972	255,488
AUGUSTA	332.0	.1453	27.6	15.4	16.9	17.3	20.3	111.7	1,285,736	293,735	100,844	183,439	54,988	253,277	38,762
Columbia	41.6	.0182	25.4	13.7	18.6	17.0	15.1	13.5	96,991	27,461	4,624	8,666	2,807	7,333	3,077
Richmond	183.6	.0803	26.7	18.2	16.0	16.8	20.0	60.9	843,016	160,061	77,752	140,627	41,697	185,485	21,802
• Augusta	46.8	.0205	33.0	12.2	12.9	15.7	31.8	19.3	315,723	32,800	25,271	54,781	25,066	69,127	9,510
Aiken, S. C.	*106.8*	*.0468*	*30.0*	*11.4*	*17.5*	*18.3*	*22.9*	*37.3*	*345,729*	*106,213*	*18,468*	*34,146*	*10,484*	*60,459*	*13,883*
SUBURBAN TOTAL	285.2	.1248	27.0	16.0	17.3	17.6	18.5	92.4	970,013	260,935	75,573	128,658	29,922	184,150	29,252

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40th in TOTAL RETAIL SALES
and in all categories rank in the
TOP 40 MARKETS

	Georgia Group	National Rank
Population	1,290,000	37th
Total Retail Sales	$4,306,000,000	41st
Food Store Sales	$938,900,000	42nd

Source
S&MM Survey
of Buying Power

THE CHRONICLE & HERALD
AUGUSTA

THE LEDGER & ENQUIRER
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THE TELEGRAPH & NEWS
MACON

THE NEWS & PRESS
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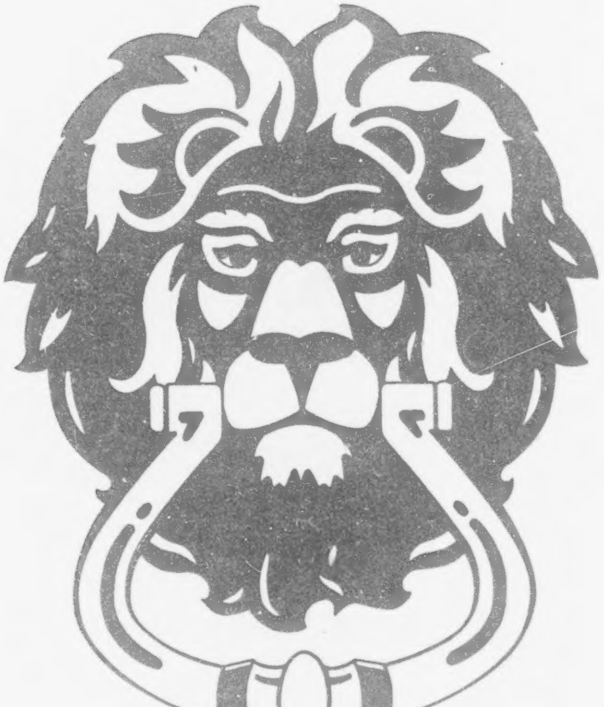

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Total Adults	Sunday Trib.	Daily Trib	Sunday J-C	Daily J-C	Sunday Times	Daily Times
$35,000 plus H.H.	81%	63%	95%	84%	65%	40%
$25,000 plus H.H.	76	55	88	74	54	36
Professional/Mgr	78	56	87	75	61	40

Source: Three Sigma, 1980. Cumes, five dailies, four Sundays. Member, Million Market Newspapers.

The Atlanta Journal
THE ATLANTA CONSTITUTION
Reach out for the South

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GA. (cont.)
S&MM ESTIMATES

	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980							
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLUMBUS	**239.2**	**.1047**	**25.9**	**20.8**	**17.3**	**15.9**	**18.4**	**79.2**	**914,104**	**186,679**	**73,648**	**134,724**	**39,204**	**204,249**	**30,032**
Chattahoochee	21.9	.0096	22.4	64.7	16.7	8.1	1.6	3.1	6,562	377	1,700	373		67	
Muscogee	169.8	.0743	27.1	17.4	17.6	16.9	19.2	59.6	795,372	151,817	63,515	121,734	37,397	190,739	25,413
• Columbus	169.2	.0740	27.1	17.4	17.6	16.9	19.2	59.4	790,548	151,817	62,993	120,303	36,908	190,739	24,644
Russell, Ala.	*47.5*	*.0208*	*28.3*	*13.0*	*15.4*	*16.1*	*23.7*	*16.5*	*112,170*	*34,485*	*8,433*	*12,617*	*1,807*	*13,443*	*4,619*
SUBURBAN TOTAL	70.0	.0307	24.1	29.2	15.8	13.6	16.8	19.8	123,556	34,862	10,655	14,421	2,296	13,510	5,388
MACON	**256.9**	**.1125**	**28.9**	**12.6**	**16.7**	**18.5**	**21.4**	**88.3**	**1,092,221**	**246,116**	**83,335**	**158,789**	**36,159**	**209,760**	**32,776**
Bibb	151.8	.0664	30.5	12.2	15.6	17.9	25.0	53.7	765,339	161,258	55,438	121,833	27,488	146,882	24,064
• Macon	116.1	.0508	31.1	12.3	14.6	18.1	26.1	42.2	731,906	150,406	53,656	117,873	25,646	145,261	23,669
Houston	78.7	.0345	26.8	13.5	18.9	20.3	14.1	26.2	298,329	70,914	26,833	36,692	8,258	60,944	6,227
Jones	17.0	.0075	28.6	11.6	18.4	16.4	21.8	5.5	18,358	7,293	855		154	1,796	2,198
Twiggs	9.4	.0041	27.4	12.1	14.6	15.4	23.5	2.9	10,195	6,651	209	264	259	138	287
SUBURBAN TOTAL	140.8	.0617	27.6	12.8	18.5	18.7	17.6	46.1	360,315	95,710	29,679	40,916	10,513	64,499	9,107
SAVANNAH	**232.9**	**.1019**	**29.0**	**13.3**	**15.6**	**16.6**	**24.1**	**81.9**	**1,012,004**	**212,564**	**87,970**	**114,671**	**60,869**	**176,186**	**29,250**
Bryan	10.5	.0046	26.5	11.9	14.5	15.0	22.7	3.3	21,773	7,006	739	22	71	4,688	239
Chatham	203.7	.0891	29.2	13.6	15.4	16.8	24.3	72.6	959,319	195,592	86,203	114,264	58,083	160,396	27,747
• Savannah	142.4	.0623	30.2	13.3	13.9	15.8	27.5	52.3	519,068	116,644	53,132	39,671	24,906	56,568	16,058
Effingham	18.7	.0082	28.6	10.9	17.1	16.2	22.8	6.0	30,912	9,966	1,028	385	2,715	11,102	1,264
SUBURBAN TOTAL	90.5	.0396	27.7	13.2	18.2	17.9	18.8	29.6	492,936	95,920	34,838	75,000	35,963	119,618	13,192
OTHER COUNTIES															
Appling	15.8	.0069	28.4	11.3	14.9	15.3	24.9	5.2	37,718	12,995	2,347	3,085	964	7,649	1,029
Atkinson	6.2	.0027	28.0	11.4	14.0	14.5	25.8	2.0	17,506	7,184	898	232	134	1,087	347
Bacon	9.5	.0042	29.3	11.0	14.2	16.1	25.8	3.2	27,460	6,398	1,466	785	1,184	8,903	2,142
Baker	3.8	.0016	29.4	11.6	12.6	14.8	28.1	1.2	5,547	2,590	31	174			232
Baldwin	35.1	.0154	29.7	13.3	16.1	16.4	25.0	10.4	112,579	36,912	8,410	14,488	2,869	17,173	2,821
Banks	8.8	.0039	32.9	12.3	16.4	16.7	29.8	3.1	1,564	626	138	127	76	16	
Barrow	21.6	.0094	31.7	10.9	16.1	16.7	28.0	7.5	75,804	23,570	4,280	2,341	1,172	17,545	3,436
Bartow	41.3	.0181	30.0	11.8	17.3	17.1	24.3	14.1	153,256	33,410	8,531	6,857	7,803	30,285	4,797
Ben Hill	16.3	.0071	33.5	9.5	13.1	15.6	32.4	5.8	54,448	21,072	2,514	3,090	2,796	9,865	2,362
Berrien	13.7	.0060	31.1	11.6	15.1	16.1	28.0	4.7	45,698	15,100	976	1,266	1,113	14,336	2,279
Bleckley	10.8	.0048	30.0	16.3	13.8	16.6	26.5	3.6	32,904	11,735	1,720	1,410	342	7,246	1,407
Brantley	8.9	.0039	29.3	11.9	14.7	16.1	25.5	2.9	7,823	3,037	63	199	864	322	
Brooks	15.4	.0067	31.9	10.5	11.9	14.1	32.2	5.1	24,353	8,083	686	1,650	1,729	5,365	1,262
Bulloch	36.1	.0158	27.1	20.7	14.3	14.2	24.5	11.5	126,104	32,651	8,220	9,836	5,899	31,291	5,019
Burke	19.5	.0085	28.0	11.0	12.0	14.3	27.2	6.3	48,534	19,172	1,399	2,264	5,446	5,992	2,371
Calhoun	5.7	.0025	30.7	9.8	10.8	15.1	30.2	1.8	14,393	6,728	206	1,126	183	3,420	197
Camden	13.5	.0059	28.8	11.0	18.1	17.1	21.8	4.5	28,129	9,032	1,157	2,916	498	3,605	946
Candler	7.6	.0033	34.5	9.7	12.8	14.8	34.5	2.6	22,104	6,616	1,144	1,032		5,928	983
Carroll	57.2	.0251	28.0	16.7	15.8	14.6	24.3	19.4	216,477	76,891	14,341	12,493	6,931	36,873	9,172
☐ Catoosa	37.7	.0165	29.4	11.3	20.1	19.0	19.8	13.0	126,109	40,098	6,382	23,408	2,156	11,684	6,323
Charlton	7.5	.0033	26.8	10.8	14.5	15.2	22.9	2.3	16,438	3,761	956	964	39	5,728	538
Chattooga	22.0	.0096	32.3	10.9	15.5	18.2	27.6	7.8	57,737	20,803	1,864	4,223	2,209	10,174	1,579
Clay	3.5	.0015	33.9	10.0	9.3	14.8	34.1	1.2	2,800	1,292	298	179		61	306
Clinch	6.7	.0030	27.7	12.3	15.3	15.1	23.8	2.2	12,097	3,046	249	1,007	363	1,794	548
Coffee	27.3	.0120	28.3	13.2	15.4	15.3	24.3	9.1	88,448	28,851	6,424	7,120	3,369	15,026	2,655
Colquitt	35.7	.0156	30.4	11.6	14.6	16.0	27.4	12.4	116,243	37,458	4,796	5,970	3,919	14,647	5,076
Cook	13.6	.0060	29.8	11.7	14.5	15.5	27.0	4.6	27,542	8,530	1,830	1,146	756	2,440	1,818
Coweta	39.8	.0174	30.4	10.5	16.4	16.5	26.0	13.6	132,605	38,811	9,072	14,379	7,169	19,098	5,255
Crawford	7.9	.0034	29.3	10.7	14.6	15.9	25.7	2.4	5,939	2,002	210	163		389	141
Crisp	19.6	.0086	29.9	10.8	13.0	15.6	27.7	6.7	112,244	31,646	7,215	8,312	1,598	14,867	1,059
☐ Dade	12.5	.0055	28.0	13.9	17.9	16.2	21.3	4.1	38,316	13,420	1,560	811	1,648	3,157	828
Dawson	4.9	.0021	29.9	12.5	15.6	16.7	25.4	1.7	8,174	3,929	200	226	44	381	139
Decatur	25.8	.0113	30.3	9.9	12.3	15.5	28.7	8.5	72,972	23,081	4,921	6,348	1,585	12,839	2,164
Dodge	17.1	.0075	31.8	11.2	14.4	16.1	29.3	6.0	84,188	27,540	7,167	4,952	2,616	8,048	3,018
Dooly	10.9	.0048	30.3	10.4	12.4	13.8	30.4	3.6	25,703	4,717	623	240	1,573	4,768	1,315
Early	13.2	.0058	31.5	9.5	13.1	14.8	30.6	4.4	35,503	13,802	937	1,729	801	8,103	1,715
Echols	2.3	.0010	30.2	11.1	14.3	15.9	27.2	.8	234	143					
Elbert	18.9	.0083	32.7	10.3	15.0	16.1	30.4	6.7	70,130	23,090	2,661	4,253	2,030	22,003	2,774
Emanuel	21.0	.0092	30.5	10.8	13.9	15.2	28.6	7.1	69,645	19,637	1,830	5,534	3,147	16,991	1,812
Evans	8.5	.0037	30.8	10.1	13.7	15.2	29.1	2.9	29,953	7,938	1,470	122	471	5,230	1,289
Fannin	14.9	.0065	34.6	10.0	14.3	18.1	31.4	5.6	44,321	15,179	1,599	4,295	1,298	4,749	2,023
Floyd	80.3	.0351	31.7	11.7	16.1	18.4	26.4	29.0	331,449	90,343	27,281	32,611	18,294	72,543	10,378
Franklin	15.4	.0067	32.0	12.1	15.5	16.1	29.3	5.5	71,980	20,835	3,499	1,451	1,872	11,593	2,614
Gilmer	11.3	.0049	32.8	10.6	15.6	16.9	29.6	4.0	41,225	10,916	1,388	3,258	1,075	12,675	997
Glascock	2.4	.0011	37.3	8.1	14.0	15.1	37.3	.8	1,293	560	50				21
Glynn	55.4	.0242	29.3	12.5	17.5	17.4	22.6	20.3	319,684	79,483	33,267	16,346	16,337	79,258	14,353
Gordon	30.6	.0134	30.4	11.4	17.4	17.4	24.6	10.5	103,278	33,302	10,156	4,378	5,505	14,792	4,817
Grady	20.0	.0088	31.9	10.3	13.7	15.4	30.3	6.7	53,872	19,696	2,201	1,603	1,217	11,953	1,973
Greene	11.5	.0050	31.8	9.6	12.5	14.2	31.8	3.8	29,191	10,923	835	654	478	4,194	1,998
Habersham	25.3	.0111	29.7	14.4	16.0	17.0	24.6	8.6	96,948	27,343	5,595	4,615	2,583	16,208	4,280
Hall	77.0	.0337	29.9	12.3	17.7	18.1	23.0	26.8	321,504	77,637	20,677	43,705	9,567	51,399	16,363
Hancock	9.5	.0041	28.4	10.8	12.8	14.2	27.4	2.8	12,991	5,533	344	97	596	1,845	402
Haralson	18.6	.0082	32.0	11.2	16.6	17.4	27.7	6.6	52,668	14,709	2,838	1,525	1,163	10,131	3,630
Harris	15.8	.0069	32.1	10.7	12.8	16.8	29.6	5.4	22,611	6,895	6,821	975	127	2,799	813
Hart	18.8	.0082	31.2	11.6	15.3	17.0	27.2	6.4	33,476	13,970	2,219	2,673	1,869	4,661	2,044
Heard	6.6	.0029	33.4	9.9	14.3	15.2	32.5	2.2	4,009	1,461	290	263	56	301	234
Irwin	9.1	.0039	32.9	9.5	13.4	15.5	31.7	3.1	14,540	3,583	462	573	703	3,317	609
Jasper	7.7	.0034	32.8	10.5	12.3	15.3	32.1	2.6	11,738	3,513	497	446	57	3,607	492
Jeff Davis	11.6	.0050	28.6	12.5	15.0	16.1	24.3	3.9	33,885	11,111	1,137	2,491	860	6,409	1,272
Jefferson	18.5	.0081	29.7	10.6	12.8	14.2	29.0	6.1	41,032	15,468	1,420	2,590	1,902	6,623	1,746

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jenkins	8.9	.0039	31.4	10.9	12.9	15.8	29.6	2.9	16,556	5,144	478	124	444	2,777	600
Johnson	8.7	.0038	31.1	10.7	13.8	14.9	29.8	3.0	13,581	5,323	208	492	547	3,110	95
Lamar	12.3	.0054	30.6	12.9	13.4	16.6	27.5	4.1	30,283	7,409	2,067	2,622	853	9,605	1,561
Lanier	5.7	.0025	29.2	11.8	14.9	17.0	24.4	1.9	6,426	1,533	100	75	398	2,071	109
Laurens	37.4	.0163	31.8	10.1	14.4	16.4	29.0	12.7	142,222	39,966	4,881	14,432	4,662	32,993	6,240
Liberty	39.0	.0171	22.8	32.2	15.7	12.4	[illegible]	10.1	73,181	17,498	10,604	5,764	1,436	11,165	3,586
Lincoln	7.0	.0031	31.0	10.3	12.8	17.9	27.0	2.3	7,227	2,343	354	288	61	282	812
Long	4.6	.0020	28.8	12.1	12.0	16.2	26.4	1.6	5,330	1,533	251	192		638	94
Lowndes	69.0	.0302	26.1	16.0	16.2	15.1	20.5	23.2	339,238	70,768	24,515	27,626	9,637	68,904	24,041
Lumpkin	10.9	.0047	26.9	20.7	16.2	15.0	21.8	3.5	21,098	8,187	3,269	199		2,017	1,265
McDuffie	18.8	.0083	29.1	11.8	16.1	17.0	23.5	6.4	81,108	31,039	3,883	5,017	3,503	9,777	3,846
McIntosh	8.1	.0035	28.1	10.7	14.6	15.0	24.9	2.7	30,102	7,037	3,587	492		8,138	125
Macon	14.1	.0062	29.4	10.9	13.1	13.8	28.8	4.5	31,221	11,944	1,086	695	1,436	5,781	949
Marion	5.3	.0023	29.7	11.1	14.0	13.6	28.9	1.7	11,306	2,683	167	125		3,776	800
Meriwether	21.4	.0094	30.5	11.4	13.9	15.1	28.6	7.0	87,563	20,017	4,370	1,663	2,168	40,647	1,630
Miller	7.1	.0031	32.2	8.8	15.0	15.2	30.6	2.5	17,392	7,333	141	462	596	3,753	491
Mitchell	21.3	.0093	28.8	10.3	13.6	14.6	27.0	6.6	47,251	15,461	1,112	3,850	1,552	9,350	1,963
Monroe	14.9	.0065	28.7	14.2	15.3	15.0	25.3	4.8	52,029	9,385	2,911	369	325	14,377	2,101
Montgomery	7.1	.0031	29.4	16.4	14.6	13.8	28.0	2.3	25,595	6,194	2,793	3,558	1,597	7,876	385
Morgan	11.7	.0052	30.5	10.7	14.2	14.4	29.2	3.7	35,337	9,924	689	1,771	1,187	6,506	1,419
Murray	20.2	.0088	28.8	12.3	18.3	16.7	22.0	6.8	52,842	24,152	2,477	1,719	5,173	7,442	1,689
Oglethorpe	9.0	.0039	31.7	10.3	16.0	15.1	29.6	3.0	10,910	3,468	168	94	55	3,974	440
Peach	19.4	.0085	26.4	15.7	14.8	15.4	21.9	6.4	58,648	17,388	2,541	1,209	2,003	8,311	1,779
Pickens	11.8	.0052	31.9	11.6	16.4	17.0	27.9	4.3	41,862	10,248	1,481	1,450	452	18,086	1,539
Pierce	12.1	.0052	30.3	10.5	14.2	15.5	27.8	4.0	26,236	5,785	1,404	526	70	7,944	1,561
Pike	9.1	.0040	31.8	11.1	14.3	15.3	30.1	2.9	5,933	2,546	464	490	109	98	120
Polk	32.6	.0143	32.2	10.6	15.4	17.0	28.7	11.6	101,467	38,599	4,529	3,658	3,714	19,534	8,559
Pulaski	9.0	.0039	33.0	9.2	14.0	17.0	30.2	3.1	28,389	10,379	1,079	740	861	7,005	1,609
Putnam	10.5	.0046	29.5	11.2	15.4	15.6	25.8	3.5	25,164	10,189	1,530	1,052	403	5,389	843
Quitman	2.4	.0011	29.9	11.3	10.7	14.2	30.4	.8	1,125	924	34	16			
Rabun	10.6	.0046	32.7	11.0	16.0	16.3	30.1	4.0	29,747	11,443	1,331	1,895	1,272	3,896	1,195
Randolph	9.7	.0043	33.3	11.9	10.4	13.8	34.4	3.2	16,970	5,903	888	882	695	2,976	1,094
Schley	3.5	.0016	30.6	11.2	15.3	12.9	30.3	1.1	8,868	2,058	82	927	479	2,645	
Screven	14.2	.0062	31.8	10.7	12.1	15.5	30.7	4.9	40,675	12,867	759	1,464	662	7,179	[illegible]
Seminole	9.2	.0040	31.3	9.4	14.1	15.6	29.1	3.1	33,587	13,200	1,251	954	709	6,323	1,470
Spalding	48.6	.0213	31.1	10.7	16.4	17.3	26.2	16.5	191,506	48,545	13,510	21,525	8,712	41,045	10,562
Stephens	21.9	.0096	31.7	12.3	16.1	17.3	27.3	7.9	116,699	27,706	6,723	11,329	4,583	42,033	5,388
Stewart	5.9	.0025	31.2	10.2	13.4	15.5	29.4	1.9	13,879	4,609	468	485	107	3,686	671
Sumter	29.5	.0130	27.3	16.3	13.4	13.5	26.1	9.6	118,523	26,302	5,862	3,123	3,474	16,323	5,357
Talbot	6.5	.0028	29.8	10.9	13.4	15.0	28.0	2.1	8,598	2,290	63	1,249	92	188	124
Taliaferro	2.0	.0009	36.7	10.0	10.5	12.9	38.5	.8	1,326	506	326	189	39		32
Tattnall	18.4	.0080	31.3	12.0	17.1	17.0	26.6	5.7	45,648	16,535	920	1,946	4,084	9,044	2,420
Taylor	7.9	.0035	30.6	10.2	14.4	14.3	29.3	2.7	19,692	5,709	306	461	531	6,654	1,044
Telfair	11.5	.0050	31.5	10.0	12.9	14.5	30.9	4.0	33,538	10,145	1,173	1,850	1,380	7,265	2,705
Terrell	12.1	.0053	30.6	10.2	13.3	13.8	30.4	3.9	27,289	7,870	1,139	1,415	1,068	5,722	1,160
Thomas	38.4	.0168	30.7	10.4	13.9	15.8	28.2	13.0	152,942	50,654	7,797	15,978	4,879	20,901	4,826
Tift	33.3	.0146	27.2	14.5	15.0	15.4	22.9	11.0	143,796	28,052	10,857	14,698	3,798	28,614	4,740
Toombs	22.9	.0100	30.0	10.6	15.3	15.9	26.4	7.9	84,057	23,949	4,217	4,719	2,007	12,032	2,418
Towns	5.7	.0025	33.5	15.8	13.2	15.5	32.6	2.1	11,892	3,345	1,472	141	76	2,251	348
Treutlen	6.1	.0027	30.9	11.3	12.7	14.3	30.4	2.1	10,531	2,740	842	643	227	1,757	1,102
Troup	50.5	.0221	32.2	11.8	13.1	16.6	29.7	17.8	213,164	48,452	11,786	15,567	14,607	32,913	9,319
Turner	9.6	.0042	30.1	10.6	14.0	15.3	27.8	3.1	23,914	7,468	767	1,384	511	6,428	1,109
Union	9.6	.0042	34.2	9.8	13.9	16.7	32.1	3.5	19,532	5,638	1,077	502	640	2,354	474
Upson	26.2	.0115	33.6	10.2	14.4	17.7	30.3	9.3	83,080	22,737	4,530	7,061	3,235	17,248	4,183
☐ Walker	56.9	.0249	30.6	11.0	17.6	18.0	24.4	20.0	133,931	56,692	5,675	2,770	2,715	21,455	3,009
Ware	37.5	.0164	31.1	10.5	14.2	17.1	27.4	13.0	184,964	40,215	9,556	32,662	7,272	36,938	4,200
Warren	6.6	.0029	31.4	10.7	12.3	15.2	30.4	2.1	9,636	2,955	311	135	424	1,846	118
Washington	19.0	.0083	30.9	10.5	13.8	15.3	29.1	6.2	53,885	12,926	1,939	1,545	1,282	14,285	2,169
Wayne	21.0	.0092	29.3	11.1	15.2	17.3	24.0	7.0	76,706	16,146	5,184	2,965	3,483	17,939	7,195
Webster	2.3	.0010	29.8	11.9	12.3	14.8	28.7	.8	5,723	1,148		3,359		443	
Wheeler	5.2	.0023	32.4	11.9	12.1	13.7	33.2	1.8	4,216	1,542	177		86	358	102
White	10.3	.0045	30.5	14.4	16.5	15.7	26.9	3.6	32,344	4,662	3,472	788	340	9,935	1,105
Whitfield	66.6	.0292	28.8	12.5	18.9	17.4	20.8	23.0	306,161	87,528	23,158	16,853	43,082	45,855	9,314
Wilcox	7.7	.0033	33.4	10.6	11.8	14.8	33.3	2.6	12,164	3,122	673	691	203	1,713	542
Wilkes	11.0	.0049	33.8	9.6	14.0	16.1	32.3	3.9	34,757	11,802	1,263	1,235	893	9,830	1,318
Wilkinson	10.5	.0045	29.9	11.3	15.1	15.6	26.7	3.4	25,231	6,606	1,152	341	562	6,999	530
Worth	18.3	.0081	29.0	11.3	14.2	15.2	26.2	5.9	34,148	10,944	1,287	2,557	223	10,556	1,818
TOTAL METRO COUNTIES	**3,323.9**	**1.4547**	**28.4**	**14.2**	**18.7**	**17.7**	**19.9**	**1,169.7**	**14,754,526**	**3,108,790**	**1,319,991**	**2,325,315**	**525,668**	**2,831,160**	**468,297**
TOTAL STATE	**5,536.4**	**2.4230**	**29.0**	**13.4**	**17.4**	**17.0**	**22.5**	**1,917.7**	**22,073,227**	**5,197,847**	**1,763,308**	**2,836,390**	**821,878**	**4,277,205**	**776,014**

Whose income is not included in 'Total EBI'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

GA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

S&MM ESTIMATES EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY	**799,779**	**17,188**	**5.5**	**14.6**	**26.0**	**30.7**	**.0465**
Dougherty	753,009	18,352	5.0	13.9	26.2	33.5	.0440
• Albany	536,727	17,110	5.4	14.7	25.2	31.1	.0333
Lee	46,770	10,106	10.3	21.1	24.7	4.8	.0025
SUBURBAN TOTAL	263,052	17,331	5.8	14.3	27.5	29.8	.0132
ATHENS	**787,987**	**13,877**	**7.5**	**18.0**	**27.4**	**18.6**	**.0493**
Clarke	519,823	14,935	7.1	15.7	24.6	25.1	.0340
• Athens	288,900	13,768	7.7	15.8	22.3	24.2	.0205
Jackson	126,822	13,379	8.0	19.9	32.3	10.8	.0081
Madison	88,499	13,366	7.7	20.8	32.6	10.7	.0044
Oconee	52,943	11,264	9.4	23.8	27.3	5.2	.0028
SUBURBAN TOTAL	499,087	13,916	7.5	19.0	29.7	16.1	.0288
ATLANTA	**17,325,552**	**20,617**	**4.3**	**13.2**	**29.8**	**37.2**	**.9573**
Butts	60,286	12,018	6.7	19.7	27.2	11.5	.0039
Cherokee	271,548	14,221	7.4	20.8	34.2	12.6	.0157
Clayton	1,259,270	22,982	2.5	11.3	36.5	41.7	.0741
Cobb	2,388,555	20,378	4.1	14.0	37.2	32.6	.1462
De Kalb	4,779,478	25,026	3.1	10.1	26.8	50.0	.2550
Douglas	324,225	17,556	5.3	16.0	37.4	22.2	.0192
Fayette	170,927	15,782	5.7	17.7	34.7	18.4	.0090
Forsyth	141,230	12,884	8.2	22.7	31.0	9.8	.0085
Fulton	5,754,189	20,236	4.8	12.8	24.4	39.0	.3044
• Atlanta	3,630,773	17,757	5.6	14.5	26.1	31.9	.2026
Gwinnett	1,221,232	19,671	4.4	14.1	34.3	31.8	.0665
Henry	239,010	17,516	5.2	14.5	28.7	29.6	.0124
Newton	185,535	14,609	6.8	19.0	30.4	18.2	.0116
Paulding	129,753	13,575	6.2	21.1	30.8	12.5	.0073
Rockdale	237,052	18,449	4.0	14.7	34.5	27.9	.0139
Walton	163,262	14,306	7.8	19.4	31.5	15.8	.0096
SUBURBAN TOTAL	13,694,779	21,326	4.0	12.8	30.8	38.6	.7547
AUGUSTA	**2,213,048**	**16,454**	**5.7**	**16.3**	**29.0**	**25.7**	**.1299**
Columbia	230,864	15,925	6.3	17.5	34.1	19.8	.0130
Richmond	1,194,728	15,131	6.3	17.7	28.6	21.8	.0752
• Augusta	285,721	10,931	8.0	17.5	21.6	14.4	.0218
Aiken, S. C.	*787,456*	*19,261*	*4.7*	*13.5*	*27.7*	*34.1*	*.0417*
SUBURBAN TOTAL	1,927,327	17,614	5.3	16.0	30.6	28.0	.1081
COLUMBUS	**1,456,055**	**14,662**	**7.0**	**17.9**	**28.6**	**20.3**	**.0894**
Chattahoochee	133,545	10,392	17.4	22.9	24.0	6.0	.0058
Muscogee	1,081,110	15,576	6.4	17.8	29.6	22.4	.0694
• Columbus	1,078,181	15,586	6.4	17.8	29.5	22.5	.0691
Russell, Ala.	*241,400*	*12,333*	*7.2*	*18.0*	*25.5*	*15.0*	*.0142*
SUBURBAN TOTAL	377,874	11,926	8.8	18.7	25.4	13.6	.0203
MACON	**1,592,865**	**15,651**	**6.3**	**16.7**	**29.1**	**23.0**	**.1003**
Bibb	943,513	14,753	6.5	16.1	27.3	22.0	.0630
• Macon	727,209	14,146	6.8	16.1	26.4	21.0	.0529
Houston	528,880	18,140	5.3	17.0	33.2	28.5	.0307
Jones	80,434	13,232	8.3	19.8	30.7	12.1	.0043
Twiggs	40,038	12,046	7.6	18.2	25.3	13.9	.0023
SUBURBAN TOTAL	865,656	16,776	5.9	17.2	31.7	24.8	.0474
SAVANNAH	**1,520,576**	**15,991**	**5.8**	**15.0**	**28.7**	**24.4**	**.0937**
Bryan	44,040	12,363	8.0	22.1	29.1	9.0	.0028
Chatham	1,382,923	16,350	5.7	14.7	28.2	25.9	.0858
• Savannah	968,560	14,621	6.3	15.2	25.0	23.8	.0553
Effingham	93,613	14,901	6.0	14.1	35.3	14.3	.0051
SUBURBAN TOTAL	552,016	17,830	4.9	14.7	35.2	25.4	.0384
OTHER COUNTIES							
Appling	60,803	9,667	8.2	18.3	22.4	8.0	.0043
Atkinson	28,019	10,262	8.2	13.8	21.1	15.9	.0018
Bacon	45,842	10,594	9.3	16.6	22.9	12.9	.0029
Baker	12,968	8,286	11.0	16.4	18.3	5.9	.0009
Baldwin	229,070	18,255	5.3	15.7	25.3	33.5	.0129
Banks	36,618	11,069	7.8	22.7	26.5	5.3	.0018
Barrow	106,130	12,762	8.3	21.2	29.2	11.8	.0071
Bartow	260,982	16,973	5.4	16.4	31.3	25.4	.0156
Ben Hill	97,866	12,231	7.6	15.2	23.6	18.6	.0059
Berrien	57,915	10,020	9.9	19.7	22.4	8.0	.0042
Bleckley	48,419	10,812	8.0	19.3	24.7	9.3	.0034
Brantley	34,793	10,431	9.4	24.2	20.3	7.6	.0019
Brooks	65,385	9,272	9.2	16.1	20.0	10.7	.0039
Bulloch	164,396	12,083	7.7	18.8	24.7	14.2	.0117
Burke	85,316	9,196	7.8	13.8	18.8	14.5	.0055
Calhoun	20,618	7,680	8.9	14.8	17.4	7.0	.0015
Camden	82,207	17,397	5.1	14.8	32.6	25.4	.0043
Candler	37,987	11,798	7.5	16.2	25.0	15.1	.0025
Carroll	290,859	13,140	7.7	21.0	29.4	13.0	.0197
☐ Catoosa	192,189	13,990	8.2	23.4	35.5	9.9	.0125
Charlton	32,316	10,582	13.2	18.6	23.3	11.8	.0021
Chattooga	116,056	13,506	7.0	20.6	31.5	13.0	.0069
Clay	27,173	12,562	7.4	15.3	16.5	28.2	.0011
Clinch	28,673	10,920	10.0	22.1	21.0	11.6	.0018
Coffee	133,933	11,722	8.0	20.9	23.2	13.6	.0088
Colquitt	189,966	12,594	7.2	18.1	25.1	16.5	.0121
Cook	58,841	11,280	7.5	19.3	26.2	9.1	.0037
Coweta	227,085	14,693	5.7	18.4	29.3	19.5	.0138
Crawford	27,381	9,283	9.6	16.0	23.2	7.4	.0016
Crisp	111,546	13,541	7.0	13.6	25.0	21.0	.0083
☐ Dade	73,282	16,267	4.6	16.7	32.7	21.9	.0044
Dawson	20,877	11,386	7.5	24.2	24.7	8.1	.0012
Decatur	133,657	12,595	7.0	15.2	24.2	18.9	.0081
Dodge	85,318	10,019	8.2	17.2	21.8	11.2	.0064
Dooly	49,079	9,551	6.9	14.6	19.5	14.4	.0031
Early	59,150	9,655	9.3	14.9	19.5	14.0	.0040
Echols	9,875	9,645	7.5	14.6	22.9	11.1	.0004
Elbert	99,130	12,561	7.4	19.1	27.0	13.9	.0067
Emanuel	92,825	10,051	8.1	17.9	21.2	11.2	.0065
Evans	38,731	10,333	8.0	16.4	21.0	13.7	.0027
Fannin	67,768	10,856	8.7	24.4	22.2	7.7	.0046
Floyd	564,772	17,293	5.6	14.9	29.7	27.3	.0328
Franklin	83,578	13,437	7.1	18.9	28.7	15.1	.0058
Gilmer	48,047	9,961	10.3	20.5	23.6	5.7	.0035
Glascock	10,481	9,432	10.3	19.4	18.6	9.4	.0006
Glynn	396,135	16,948	5.9	15.2	29.7	26.9	.0257
Gordon	175,897	15,174	6.6	20.3	31.3	19.3	.0108
Grady	84,791	9,976	9.0	18.1	21.6	10.3	.0056
Greene	55,152	12,655	7.5	16.5	27.6	15.1	.0035
Habersham	130,140	13,495	7.4	20.9	30.6	12.9	.0088
Hall	447,020	14,589	7.0	19.9	31.1	17.3	.0291
Hancock	30,962	8,712	7.2	18.3	20.4	6.8	.0021
Haralson	91,336	12,298	8.8	21.8	27.9	10.1	.0057
Harris	84,654	12,709	7.0	16.8	26.5	16.2	.0044
Hart	101,137	14,282	6.3	16.5	30.3	17.0	.0055
Heard	27,740	11,690	7.2	20.4	28.7	7.3	.0015
Irwin	40,588	9,771	8.3	19.4	19.8	9.8	.0025
Jasper	36,946	10,346	8.4	12.3	23.7	15.1	.0020
Jeff Davis	66,023	14,662	5.4	16.2	27.3	21.5	.0039
Jefferson	88,540	11,450	8.1	16.2	22.2	16.9	.0053
Jenkins	35,918	9,842	8.3	17.9	22.3	9.1	.0023
Johnson	45,439	12,190	6.9	14.3	25.2	17.0	.0025
Lamar	58,497	12,757	7.1	21.6	27.0	13.5	.0036
Lanier	29,275	12,436	6.7	19.1	23.3	16.6	.0015
Laurens	190,600	11,712	7.2	17.0	23.2	15.7	.0129
Liberty	145,443	10,100	9.6	20.7	22.4	7.4	.0098
Lincoln	32,366	10,576	9.9	18.3	20.0	14.0	.0016
Long	19,920	10,158	9.3	18.1	19.6	12.8	.0012
Lowndes	376,346	13,305	7.7	17.0	26.7	17.5	.0270
Lumpkin	47,397	11,721	8.1	20.0	27.1	10.3	.0029
McDuffie	105,884	14,236	6.4	15.8	27.3	20.5	.0071
McIntosh	33,179	10,008	9.7	19.4	21.6	9.1	.0025
Macon	60,753	9,858	8.5	17.3	18.9	13.1	.0039
Marion	20,530	10,309	8.5	18.9	25.0	7.4	.0013
Meriwether	109,266	13,157	6.9	16.6	26.1	18.1	.0077
Miller	31,257	8,611	8.2	13.5	20.0	11.0	.0020
Mitchell	86,137	10,072	7.9	18.9	20.9	10.5	.0057
Monroe	91,013	16,302	5.3	15.1	30.1	24.3	.0054
Montgomery	33,530	10,923	9.4	16.4	23.3	14.0	.0024
Morgan	53,796	11,697	7.0	15.2	25.6	14.8	.0037
Murray	116,731	16,008	5.1	20.9	35.4	18.8	.0065
Oglethorpe	39,787	11,642	8.1	20.6	25.5	11.0	.0022
Peach	113,380	14,737	6.8	17.8	25.8	23.4	.0067
Pickens	62,652	13,043	8.3	19.1	30.9	12.6	.0041
Pierce	56,488	12,227	7.8	20.1	24.7	14.3	.0034
Pike	45,818	13,849	6.7	18.1	27.5	18.5	.0023
Polk	167,568	13,134	6.8	21.1	30.4	12.0	.0105
Pulaski	50,623	12,494	6.0	13.1	21.2	22.2	.0031
Putnam	67,864	17,027	6.2	14.5	24.7	29.6	.0036
Quitman	7,857	7,729	12.0	18.4	10.5	7.5	.0005
Rabun	44,686	9,529	9.4	23.6	18.1	6.0	.0030
Randolph	44,245	9,664	8.1	14.3	19.5	14.8	.0026
Schley	11,489	8,212	9.9	15.9	20.2	4.9	.0009
Screven	60,189	9,015	8.4	16.1	19.8	10.0	.0042
Seminole	42,071	11,297	7.3	17.6	25.6	11.7	.0029
Spalding	290,169	15,597	6.6	16.7	29.8	22.0	.0183
Stephens	120,143	13,387	7.8	20.5	30.6	13.1	.0088
Stewart	22,188	8,953	8.3	17.1	19.3	9.6	.0015
Sumter	162,268	13,344	6.9	15.6	24.1	21.0	.0108
Talbot	24,635	8,634	10.4	18.3	15.0	9.7	.0015
Taliaferro	6,676	6,155	9.1	15.9	9.5	3.4	.0004
Tattnall	90,230	12,220	7.2	15.2	24.1	17.9	.0055
Taylor	31,956	10,078	7.8	19.4	21.3	9.6	.0022
Telfair	46,677	9,132	9.0	17.3	19.8	9.0	.0033
Terrell	44,002	8,652	7.8	17.8	18.7	8.3	.0032

GA. (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Thomas	195,839	12,143	7.6	17.8	24.1	15.8	.0134
Tift	171,855	12,422	8.7	18.2	25.0	15.9	.0123
Toombs	110,417	11,213	8.2	18.2	23.2	13.2	.0076
Towns	26,271	9,187	8.7	15.7	21.0	9.8	.0016
Treutlen	23,208	8,764	8.7	17.7	18.5	8.3	.0015
Troup	309,133	14,820	5.9	15.5	26.3	23.2	.0195
Turner	47,865	12,724	7.5	18.3	23.7	17.9	.0029
Union	40,317	9,417	9.1	18.5	20.0	8.9	.0025
Upson	138,180	13,478	7.6	20.2	32.5	11.4	.0087
☐ Walker	358,852	16,524	5.2	17.0	35.0	20.8	.0190
Ware	211,318	13,860	6.9	17.1	28.6	17.7	.0150
Warren	37,333	12,843	6.9	17.0	23.5	19.0	.0018

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Washington	108,957	13,054	6.0	13.1	20.7	24.7	.0064
Wayne	118,275	14,740	6.2	16.7	27.5	21.5	.0074
Webster	10,574	10,000	9.1	15.6	21.6	12.8	.0006
Wheeler	18,513	8,122	8.4	18.2	18.8	5.2	.0012
White	43,542	9,788	11.8	17.6	23.6	7.5	.0032
Whitfield	481,703	18,050	5.5	16.8	32.4	28.8	.0285
Wilcox	37,284	10,351	8.3	14.6	20.5	16.2	.0021
Wilkes	58,897	11,850	8.9	18.5	20.8	18.7	.0037
Wilkinson	50,083	13,160	7.1	16.4	27.1	16.9	.0031
Worth	68,986	9,585	8.4	19.4	20.7	8.2	.0046
TOTAL METRO COUNTIES	**25,291,329**	**18,656**	**5.1**	**14.5**	**29.7**	**31.8**	**1.4464**
TOTAL STATE	**36,916,329**	**16,301**	**6.0**	**15.8**	**28.1**	**25.9**	**2.1878**

HAWAII

HAWAII

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
HONOLULU	**772.1**	**.3379**	**28.0**	**16.2**	**20.0**	**16.7**	**19.2**	**235.6**	**3,567,464**	**642,071**	**535,818**	**845,681**	**74,469**	**373,362**	**210,486**
Honolulu	772.1	.3379	28.0	16.2	20.0	16.7	19.2	235.6	3,567,464	642,071	535,818	845,681	74,469	373,362	210,486
● Honolulu	367.4	.1608	30.7	15.0	19.6	16.8	24.9	129.9	2,544,627	437,676	391,870	602,033	57,669	252,904	157,164
SUBURBAN TOTAL	404.7	.1771	25.5	17.2	20.4	16.5	14.2	105.7	1,022,837	204,395	143,948	243,648	16,800	120,458	53,322
OTHER COUNTIES															
Hawaii	94.3	.0413	32.3	10.0	14.1	16.0	30.2	30.3	360,703	99,997	37,866	36,602	12,726	44,950	28,849
Kauai	39.8	.0174	33.2	8.5	15.1	16.0	31.4	12.3	178,870	61,288	24,918	24,441	3,637	11,233	1,972
Maui	72.9	.0319	32.6	9.5	14.7	15.6	30.9	23.4	411,224	107,338	54,703	54,561	11,653	36,393	23,629
TOTAL METRO COUNTIES	**772.1**	**.3379**	**28.0**	**16.2**	**20.0**	**16.7**	**19.2**	**235.6**	**3,567,464**	**642,071**	**535,818**	**845,681**	**74,469**	**373,362**	**210,486**
TOTAL STATE	**979.1**	**.4285**	**28.7**	**14.8**	**18.8**	**16.5**	**21.7**	**301.6**	**4,518,261**	**910,694**	**653,305**	**961,285**	**102,485**	**465,938**	**264,936**

HAWAII

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
HONOLULU	**6,434,413**	**23,452**	**3.7**	**12.0**	**25.9**	**46.1**	**.3557**
Honolulu	6,434,413	23,452	3.7	12.0	25.9	46.1	.3557
● Honolulu	3,598,291	23,774	3.9	11.7	24.2	47.2	.2104
SUBURBAN TOTAL	2,836,122	23,123	3.4	12.5	28.1	44.8	.1453
OTHER COUNTIES							

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Hawaii	651,396	18,238	4.7	17.0	29.1	31.5	.0375
Kauai	278,803	20,461	3.7	15.1	30.0	36.3	.0167
Maui	486,241	17,801	4.9	16.6	29.5	29.9	.0326
TOTAL METRO COUNTIES	**6,434,413**	**23,452**	**3.7**	**12.0**	**25.9**	**46.1**	**.3557**
TOTAL STATE	**7,850,853**	**22,266**	**3.9**	**13.0**	**26.6**	**43.0**	**.4425**

Honolulu Star-Bulletin
Home
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Hawaii Deserves A Second Look!!

- **Population of the state:** 931,600
- **Number of households:** 288,400
- **Total EBI:** $7,241,250,000
- **Retail Sales:** $5,760,600,000
- **Food Sales:** $750,964,000
- **Automobile Sales:** $373,000,000
- **Furniture & home appliances:** $103,137,000
- **Tourism 1980:** 3,960,531 Visitors to Hawaii.
- **Visitor expenditure:** $2,620,000,000

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IDAHO

IDAHO
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BOISE	**178.1**	**.0779**	**28.3**	**13.6**	**18.0**	**16.3**	**21.7**	**65.7**	**940,193**	**196,762**	**86,837**	**101,486**	**71,021**	**180,549**	**15,471**
Ada	178.1	.0779	28.3	13.6	18.0	16.3	21.7	65.7	940,193	196,762	86,837	101,486	71,021	180,549	15,471
• Boise	104.3	.0456	28.5	14.8	17.5	16.1	22.5	40.7	628,409	146,559	60,086	72,381	54,729	104,814	13,837
SUBURBAN TOTAL	73.8	.0323	28.0	11.9	19.0	16.5	20.3	25.0	311,784	50,203	26,751	29,105	16,292	75,735	1,634
OTHER COUNTIES															
Adams	3.4	.0015	30.7	10.2	16.9	15.8	27.0	1.2	5,355	1,240	206	1,699			368
Bannock	66.6	.0291	24.9	17.2	17.2	14.3	18.3	23.1	344,675	69,922	23,489	38,849	20,756	58,097	11,040
Pocatello	46.8	.0205	24.8	18.9	17.8	13.2	18.5	16.8	321,972	63,737	22,265	38,672	19,539	56,536	10,542
Bear Lake	7.1	.0031	30.0	7.7	13.9	15.0	28.0	2.3	21,399	6,206	1,106	651	931	5,359	1,093
Benewah	8.5	.0038	30.3	10.5	16.8	15.9	26.2	3.0	23,601	6,040	1,871	1,343	376	6,975	1,301
Bingham	37.2	.0162	25.3	10.3	16.4	15.4	18.7	11.1	105,496	28,792	4,355	4,572	2,900	32,477	2,806
Blaine	10.2	.0045	29.0	13.1	18.7	16.4	22.4	4.2	60,075	12,995	6,232	947	2,685	8,470	2,333
Boise	3.1	.0014	29.9	9.5	18.8	16.8	23.5	1.2	3,429	1,821	813	355	43		
Bonner	24.9	.0109	32.1	8.8	15.1	17.3	28.4	9.1	87,729	22,007	8,582	3,896	3,792	20,150	2,588
Bonneville	67.2	.0294	25.5	11.8	18.5	16.3	16.0	22.0	393,765	67,408	19,657	63,192	32,024	65,026	7,484
Boundary	7.4	.0032	32.1	8.3	14.1	18.2	27.7	2.5	24,575	8,725	1,349	1,688	198	4,999	743
Butte	3.4	.0015	28.9	7.7	15.1	16.9	23.8	1.1	8,868	1,983	1,104		173	665	246
Camas	.8	.0003	31.3	7.0	17.8	14.9	28.5	.3	736	359	92	45			
Canyon	85.7	.0376	28.5	13.4	15.1	14.9	25.2	29.3	360,172	86,585	21,343	47,819	20,554	79,273	8,497
Caribou	8.9	.0038	26.3	9.3	17.1	15.8	19.4	2.8	24,073	7,174	812	224	621	6,273	789
Cassia	19.7	.0087	26.4	11.0	16.7	15.0	20.6	6.2	102,241	23,238	4,423	12,763	4,742	19,540	2,957
Clark	.8	.0003	29.3	10.5	18.9	14.9	24.4	.3	2,362		217	75		1,359	
Clearwater	10.4	.0046	29.6	11.2	20.7	18.4	20.4	3.7	34,175	11,585	1,964	364	602	9,209	699
Custer	3.4	.0015	32.1	8.0	17.1	18.1	26.9	1.3	11,448	3,101	980	703		1,1[illegible]	342
Elmore	21.9	.0095	23.4	19.2	20.6	14.1	11.1	7.0	51,209	12,302	3,521	2,838	2,462	14,968	738
Franklin	9.1	.0040	28.7	8.5	13.1	13.4	28.5	2.7	28,569	5,139	1,407	1,298	4,324	5,622	446
Fremont	11.0	.0048	26.0	10.1	15.1	14.9	21.5	3.4	31,012	7,772	1,419	723	744	6,044	666
Gem	12.2	.0054	30.7	10.1	16.1	15.1	28.0	4.3	27,395	8,524	1,107	1,230	2,206	6,247	492
Gooding	12.2	.0053	32.6	8.6	13.7	15.0	31.7	4.3	31,391	8,421	1,552	3,087	1,043	5,298	572
Idaho	14.9	.0065	30.7	9.7	16.5	17.3	25.6	5.3	37,749	11,240	2,745	1,254	2,409	5,590	1,350
Jefferson	15.7	.0069	25.1	9.9	15.1	14.9	20.2	4.6	33,014	10,706	1,451	855	1,676	5,062	981
Jerome	15.2	.0067	29.7	10.1	13.0	16.4	26.8	5.2	33,221	10,583	2,574	1,913	2,022	2,125	2,382
Kootenai	61.8	.0270	30.1	11.7	16.3	16.4	25.7	22.3	234,003	59,944	17,912	11,944	8,678	44,749	8,019
Latah	29.0	.0127	24.6	28.0	17.2	12.4	18.9	10.5	103,608	25,668	8,512	6,717	8,557	18,405	4,500
Lemhi	7.6	.0033	31.1	8.1	18.0	15.9	27.0	2.8	20,614	5,536	1,987	945	961	2,424	315
Lewis	4.1	.0018	30.3	9.4	15.4	16.9	25.9	1.5	12,925	5,571	1,010	323	116	719	464
Lincoln	3.5	.0016	31.4	8.8	12.8	17.7	27.7	1.2	2,766	758	401	325	92	218	192
Madison	20.2	.0088	21.7	20.6	12.9	11.3	16.0	5.2	81,188	19,304	2,322	3,432	7,752	12,954	2,298
Minidoka	20.0	.0087	26.0	10.4	15.6	16.1	19.9	6.4	45,506	11,973	2,600	975	1,691	14,351	834
Nez Perce	33.4	.0147	30.5	12.8	17.3	17.3	24.9	12.7	197,733	37,722	15,168	37,808	14,358	38,484	5,384
Oneida	3.3	.0014	34.6	7.2	11.5	13.6	35.9	1.1	8,136	782	633	1,169	466	2,021	310
Owyhee	8.4	.0037	28.0	10.9	15.6	15.6	23.4	2.7	13,192	1,636	1,112	1,907	284	1,035	273
Payette	16.0	.0070	32.1	10.0	15.2	14.2	31.5	5.7	33,700	9,286	1,648	318	2,981	7,465	635
Power	7.0	.0030	26.9	10.9	17.5	16.2	19.6	2.3	12,556	6,825	881		117	1,038	445
Shoshone	19.1	.0084	29.6	12.1	18.4	16.6	23.3	6.9	62,776	19,067	4,347	563	2,463	11,189	3,136
Teton	3.0	.0013	27.2	7.2	12.9	15.1	24.9	.9	9,138	2,396	570	861	669	1,881	92
Twin Falls	53.8	.0236	30.1	11.3	16.0	15.6	26.6	19.3	244,160	43,853	16,126	23,587	14,491	54,999	11,050
Valley	5.8	.0025	30.1	9.1	17.0	18.6	23.0	2.1	31,818	4,102	2,363	3,217	362	4,166	1,661
Washington	8.9	.0039	32.7	8.9	13.9	15.0	31.8	3.2	25,977	7,391	1,727	2,355	308	7,020	803
TOTAL METRO COUNTIES	**178.1**	**.0779**	**28.3**	**13.6**	**18.0**	**16.3**	**21.7**	**65.7**	**940,193**	**196,762**	**86,837**	**101,486**	**71,021**	**180,549**	**15,471**
TOTAL STATE	**963.9**	**.4218**	**27.9**	**12.8**	**16.7**	**15.6**	**22.5**	**334.0**	**3,967,723**	**892,444**	**280,527**	**390,315**	**242,650**	**773,683**	**106,795**

IDAHO
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BOISE	**1,301,436**	**17,735**	**4.9**	**15.2**	**31.9**	**26.9**	**.0806**
Ada	1,301,436	17,735	4.9	15.2	31.9	26.9	.0806
• Boise	796,043	17,474	5.0	14.6	32.3	25.9	.0506
SUBURBAN TOTAL	505,393	18,190	4.7	16.0	31.5	28.5	.0300
OTHER COUNTIES							
Adams	21,256	15,956	5.5	20.0	37.1	16.4	.0010
Bannock	447,646	17,491	5.3	14.4	32.8	26.0	.0289
Pocatello	329,729	17,613	5.3	13.8	32.2	26.6	.0232
Bear Lake	40,425	16,000	7.0	17.0	32.6	20.7	.0024
Benewah	54,603	16,231	4.5	15.4	33.5	21.2	.0030
Bingham	278,925	22,376	4.4	11.2	25.4	43.2	.0142
Blaine	84,673	16,338	7.5	18.1	32.7	22.1	.0051
Boise	19,396	16,250	5.3	18.6	41.4	15.3	.0009

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Bonner	137,464	13,020	7.5	18.7	28.2	14.4	.0087
Bonneville	484,070	19,769	4.6	12.7	32.4	33.8	.0315
Boundary	39,883	13,697	6.8	22.3	30.3	14.3	.0025
Butte	21,555	19,267	4.7	10.8	31.4	31.6	.0012
Camas	6,508	17,769	8.0	13.0	41.3	21.0	.0002
Canyon	571,567	16,862	5.8	15.3	29.7	26.2	.0345
Caribou	65,530	22,183	2.8	12.0	32.7	40.2	.0032
Cassia	130,154	18,337	5.6	15.3	29.4	31.2	.0086
Clark	3,293	10,687	9.0	32.6	21.0		.0002
Clearwater	67,190	17,509	4.9	19.4	35.7	22.7	.0039
Custer	19,482	12,604	7.2	16.2	27.0	16.2	.0012
Elmore	142,531	16,607	6.7	19.7	34.0	22.6	.0074
Franklin	45,982	15,709	7.5	20.2	33.5	19.6	.0030

IDAHO (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Fremont	70,826	17,479	5.8	15.3	31.4	26.6	.0038
Gem	72,949	15,504	7.1	16.3	32.3	19.4	.0039
Gooding	75,401	13,932	7.6	15.9	25.6	21.0	.0042
Idaho	88,023	14,568	5.8	20.6	33.0	15.2	.0049
Jefferson	78,678	15,036	6.2	19.6	31.2	18.8	.0045
Jerome	82,319	13,326	8.0	19.1	26.1	17.9	.0047
Kootenai	370,026	15,141	6.0	17.8	34.4	16.2	.0229
Latah	204,279	16,916	6.6	14.3	29.6	26.4	.0113
Lemhi	47,669	13,798	5.6	17.7	26.0	18.9	.0026
Lewis	28,967	16,935	6.1	17.3	31.3	25.1	.0015
Lincoln	17,724	13,062	6.8	19.3	27.9	15.1	.0010
Madison	118,504	17,399	6.3	17.0	29.8	27.6	.0075
Minidoka	128,221	17,292	5.4	16.9	32.1	26.6	.0068
Nez Perce	249,920	17,674	5.1	12.8	32.3	27.1	.0159
Oneida	13,596	10,458	9.7	21.1	24.8	6.0	.0010
Owyhee	38,287	11,477	10.4	21.4	23.4	12.0	.0021
Payette	94,138	14,287	6.9	15.7	28.3	19.7	.0050
Power	44,455	17,827	3.3	14.7	33.4	28.0	.0022
Shoshone	126,660	17,265	4.7	17.0	40.3	20.5	.0072
Teton	12,407	10,750	12.0	22.5	20.3	11.5	.0009
Twin Falls	379,636	16,812	6.0	15.8	28.7	27.1	.0227
Valley	32,843	14,291	5.7	22.1	34.7	11.8	.0024
Washington	55,649	14,516	8.1	14.4	27.8	20.7	.0032
TOTAL METRO COUNTIES	**1,301,436**	**17,735**	**4.9**	**15.2**	**31.9**	**26.9**	**.0806**
TOTAL STATE	**6,414,746**	**16,822**	**5.7**	**15.8**	**31.2**	**25.0**	**.3844**

ILLINOIS

ILL.
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BLOOMINGTON - NORMAL	**120.4**	**.0526**	**26.7**	**21.9**	**15.1**	**13.8**	**23.6**	**42.6**	**560,099**	**107,131**	**57,477**	**63,540**	**21,441**	**81,183**	**17,136**
McLean	120.4	.0526	26.7	21.9	15.1	13.8	23.6	42.6	560,099	107,131	57,477	63,540	21,441	81,183	17,136
• Bloomington	44.5	.0195	29.3	17.7	15.8	13.6	27.3	18.1	397,635	73,012	41,169	60,819	16,862	70,843	16,549
• Normal	36.3	.0159	22.9	41.6	12.6	12.1	12.9	9.8	82,545	21,346	10,754	1,080	3,295	920	351
SUBURBAN TOTAL	39.6	.0172	32.0	8.5	16.3	15.7	29.4	14.7	79,919	12,773	5,554	1,641	1,284	9,420	236
CHAMPAIGN - URBANA - RANTOUL	**168.8**	**.0739**	**24.2**	**28.6**	**18.4**	**12.9**	**15.6**	**59.4**	**756,621**	**147,657**	**95,958**	**106,571**	**33,062**	**93,539**	**22,955**
Champaign	168.8	.0739	24.2	28.6	18.4	12.9	15.6	59.4	756,621	147,657	95,958	106,571	33,062	93,539	22,955
• Champaign	58.2	.0255	24.2	33.1	16.8	12.3	17.0	21.5	373,387	52,430	46,724	60,532	23,624	52,770	14,105
• Rantoul	19.9	.0087	22.5	32.2	20.4	12.1	6.2	5.5	82,719	13,527	12,926	8,085	2,531	22,757	1,938
• Urbana	36.2	.0158	24.0	37.8	17.8	10.5	16.3	12.5	86,129	13,576	16,677	9,326	5,827	8,470	1,759
SUBURBAN TOTAL	54.5	.0239	26.2	16.3	19.7	15.5	17.1	19.9	214,386	68,124	19,631	28,628	1,080	9,542	5,153
CHICAGO	**7,118.1**	**3.1152**	**30.1**	**12.9**	**17.1**	**17.0**	**24.5**	**2,514.0**	**30,768,333**	**6,011,122**	**3,238,332**	**4,050,998**	**1,441,902**	**4,788,350**	**1,236,990**
Cook	5,236.6	2.2917	30.7	13.0	16.9	16.7	25.9	1,888.6	21,895,844	4,360,576	2,407,484	3,015,499	1,025,676	3,190,548	921,157
Arlington Heights	66.2	.0290	28.2	9.7	17.8	21.9	16.1	21.0	305,763	34,562	33,105	28,057	20,762	94,086	11,138
Berwyn	46.5	.0204	41.7	11.0	13.5	15.3	41.5	20.0	185,302	21,817	25,245	24,491	8,195	51,883	10,227
• Chicago	2,978.2	1.3034	31.1	13.5	16.7	15.8	27.8	1,138.3	9,118,495	1,822,642	1,095,123	1,110,641	444,581	1,028,210	444,800
Chicago Heights	36.8	.0161	28.1	12.9	17.2	16.3	21.9	12.1	213,982	37,554	27,226	21,493	8,530	71,026	6,114
Cicero	60.9	.0267	35.0	13.2	16.2	15.6	34.4	25.3	153,195	51,988	22,071	5,445	2,571	26,328	3,460
Des Plaines	53.3	.0233	29.9	11.1	18.2	19.4	21.3	18.2	327,994	51,881	41,446	38,536	2,341	82,673	12,306
Evanston	73.2	.0320	32.1	17.4	17.2	14.3	30.7	28.2	366,097	67,562	32,310	18,464	16,794	84,451	16,652
Oak Lawn	60.6	.0265	30.4	10.5	14.0	19.8	23.7	20.1	424,561	96,805	33,479	79,248	13,709	89,831	20,398
Oak Park	54.4	.0238	35.2	12.2	15.3	14.2	36.0	22.3	193,690	43,025	13,882	10,507	14,383	34,837	6,023
Park Ridge	38.5	.0168	35.3	9.4	11.9	20.4	30.2	13.2	229,206	60,348	9,458	1,105	5,719	98,746	13,537
Skokie	59.7	.0261	33.8	11.1	13.6	20.6	27.8	20.6	533,554	55,249	28,998	88,734	31,403	70,169	11,348
Du Page	672.2	.2942	28.9	11.2	19.0	19.3	19.2	230.2	3,802,406	633,535	347,899	392,306	187,081	612,520	139,430
Elmhurst	44.0	.0193	31.9	11.2	14.4	19.7	25.8	15.0	214,575	25,660	19,471	19,319	6,835	79,844	6,091
Kane	281.2	.1231	28.4	13.1	17.5	16.0	22.5	95.5	1,466,269	274,586	130,644	236,570	67,038	224,604	37,499
Aurora	82.0	.0359	28.0	15.2	16.9	14.9	23.3	29.4	643,716	88,929	45,029	169,245	35,097	120,988	15,420
Elgin	64.6	.0283	31.8	13.8	16.7	14.5	30.1	23.7	430,374	100,756	29,733	41,286	17,486	68,755	11,762

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THE NEWS-SUN

ILL. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lake	446.2	.1953	27.6	15.0	16.9	17.6	19.8	143.2	1,970,891	387,763	202,581	259,807	102,976	413,954	73,569
North Chicago	38.4	.0168	22.1	45.6	10.1	10.0	10.8	6.5	35,614	8,855	9,898		518	1,248	1,292
Waukegan	67.9	.0297	29.6	13.7	17.3	16.9	23.8	25.6	468,509	98,854	32,910	88,920	19,656	95,968	21,036
McHenry	150.9	.0661	29.9	10.8	16.9	16.6	24.8	50.5	652,089	137,119	51,274	40,361	17,498	172,586	24,772
Will	331.0	.1448	28.0	12.4	18.1	16.9	20.5	106.0	980,834	217,543	98,450	106,455	41,633	174,138	40,563
Joliet	77.8	.0340	30.4	13.8	14.5	15.5	27.8	27.9	530,935	136,263	47,254	68,994	29,029	106,631	22,346
SUBURBAN TOTAL	4,139.9	1.8118	29.3	12.4	17.5	17.9	22.1	1,375.7	21,649,838	4,188,480	2,143,209	2,940,357	997,321	3,760,140	792,190
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	***7,885.5***	***3.4511***	***29.9***	***12.9***	***17.1***	***17.0***	***24.3***	***2,774.6***	***33,751,378***	***6,712,443***	***3,549,359***	***4,418,287***	***1,565,226***	***5,239,023***	***1,359,744***
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**.1690**	**29.9**	**12.7**	**16.9**	**15.9**	**25.5**	**140.4**	**1,815,434**	**345,503**	**193,085**	**297,974**	**81,661**	**319,211**	**67,347**
Henry	58.4	.0255	32.6	10.6	15.3	15.7	30.7	20.8	214,934	54,178	19,814	11,018	7,499	37,808	5,206
Rock Island	166.0	.0727	30.6	13.1	16.4	16.0	26.8	61.7	771,986	149,478	86,033	125,882	29,954	140,956	28,557
• Moline	45.7	.0200	32.5	12.4	15.3	15.8	30.3	18.2	372,446	45,114	32,154	102,065	21,329	58,287	15,738
• Rock Island	46.8	.0205	31.6	14.5	14.5	15.5	29.6	18.2	139,670	20,595	20,530	16,406	5,928	30,863	6,929
Scott, Iowa	*161.7*	*.0708*	*28.5*	*13.0*	*18.2*	*15.8*	*22.3*	*57.9*	*828,514*	*141,847*	*87,238*	*161,074*	*44,208*	*140,447*	*33,584*
• Davenport	*103.5*	*.0453*	*29.0*	*14.0*	*16.9*	*15.1*	*24.8*	*38.9*	*592,894*	*85,380*	*62,056*	*102,100*	*35,072*	*124,753*	*25,110*
SUBURBAN TOTAL	190.1	.0832	29.5	11.6	18.0	16.4	23.8	65.1	710,424	194,414	78,345	77,403	19,332	105,308	19,570

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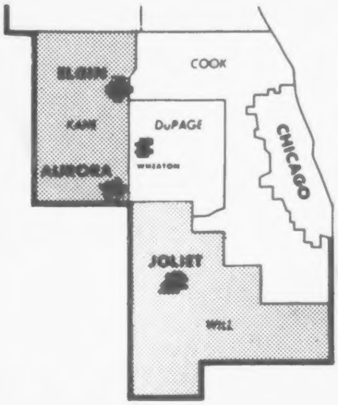

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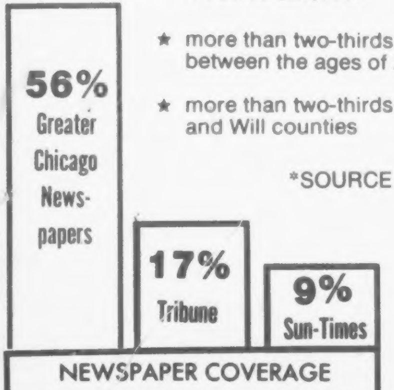

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S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DECATUR	131.9	.0578	30.6	12.2	16.2	16.2	26.7	48.9	616,403	134,909	54,867	102,205	25,363	108,748	16,154
Macon	131.9	.0578	30.6	12.2	16.2	16.2	26.7	48.9	616,403	134,909	54,867	102,205	25,363	108,748	16,154
• Decatur	94.4	.0413	31.4	13.2	14.9	15.9	28.7	36.4	557,776	115,434	49,862	101,874	23,438	100,368	15,528
SUBURBAN TOTAL	37.5	.0165	29.2	9.6	19.5	17.0	21.8	12.5	58,627	19,475	5,005	331	1,925	8,380	626
KANKAKEE	103.7	.0454	29.1	13.4	15.8	15.4	25.2	35.6	412,102	82,240	45,179	51,221	16,880	76,390	19,746
Kankakee	103.7	.0454	29.1	13.4	15.8	15.4	25.2	35.6	412,102	82,240	45,179	51,221	16,880	76,390	19,746
• Kankakee	30.2	.0132	29.8	13.5	15.2	14.9	27.2	11.7	225,957	38,709	20,544	47,761	13,571	41,831	13,988
SUBURBAN TOTAL	73.5	.0322	28.8	13.3	16.0	15.6	24.6	23.9	186,145	43,531	24,635	3,460	3,309	34,559	5,758
PEORIA	368.1	.1611	29.9	13.1	16.0	16.5	25.4	132.3	1,769,882	350,825	164,093	272,853	78,518	306,299	45,739
Peoria	201.1	.0880	30.2	14.1	15.3	15.6	27.0	74.2	1,067,016	167,749	105,052	215,665	51,044	136,169	26,433
• Peoria	124.1	.0543	29.7	15.2	14.9	15.1	26.9	47.2	881,392	103,504	73,964	208,042	47,420	122,207	18,905
Tazewell	133.2	.0583	29.4	12.0	17.5	18.0	22.3	47.3	580,802	154,386	51,550	55,827	20,846	128,566	17,919
Woodford	33.8	.0148	30.6	11.7	15.1	15.9	27.4	11.3	122,064	28,690	7,491	1,361	6,628	41,564	1,387
SUBURBAN TOTAL	244.0	.1068	30.0	12.0	16.6	17.2	24.5	85.6	888,490	247,321	90,129	64,811	31,098	184,092	26,834
ROCKFORD	280.1	.1225	29.2	13.4	17.5	16.6	23.3	100.4	1,153,074	245,050	115,969	204,575	67,805	152,941	41,851
Boone	28.9	.0126	28.5	14.4	17.8	15.6	22.7	9.9	90,859	25,709	8,068	5,447	3,791	17,901	2,836
Winnebago	251.2	.1099	29.3	13.3	17.5	16.8	23.3	90.5	1,062,215	219,341	107,901	199,128	64,014	135,040	39,015
• Rockford	139.1	.0609	30.5	14.1	16.1	16.2	26.5	53.2	747,899	184,874	73,270	117,900	55,175	115,798	37,934
SUBURBAN TOTAL	141.0	.0616	28.2	12.7	19.0	17.0	20.0	47.2	405,175	60,176	42,699	86,675	12,630	37,143	3,917
SPRINGFIELD	189.3	.0829	31.9	11.5	15.5	15.9	29.3	73.6	941,673	197,816	86,114	163,305	38,095	122,672	40,651
Menard	11.9	.0052	34.3	9.2	14.1	15.2	33.8	4.3	31,468	9,157	1,734	1,145	518	5,797	926
Sangamon	177.4	.0777	31.8	11.7	15.7	15.9	29.0	69.3	910,205	188,659	84,380	162,160	37,577	116,875	39,725
• Springfield	100.3	.0439	32.6	12.1	15.4	15.0	31.3	41.3	740,813	153,842	65,901	124,539	29,090	102,894	33,671
SUBURBAN TOTAL	89.0	.0390	31.1	10.9	15.9	16.9	26.9	32.3	200,860	43,974	20,213	38,766	9,005	19,778	6,980
OTHER COUNTIES															
Adams	71.8	.0314	32.5	13.1	14.4	15.4	31.0	26.7	273,977	63,832	27,462	33,454	16,332	42,076	10,362
Quincy	42.2	.0185	33.7	14.0	13.6	14.5	33.7	16.4	248,243	60,234	24,772	33,098	14,006	30,526	10,362
Alexander	12.3	.0054	37.1	9.1	10.9	13.0	38.8	4.8	38,218	7,798	5,178	5,358	1,390	4,631	917
Bond	16.4	.0072	33.8	13.5	12.5	14.7	33.8	5.9	45,682	7,712	4,797	1,545	1,381	7,364	1,196
Brown	5.4	.0024	39.4	8.7	12.3	14.0	40.1	2.1	12,085	4,154	1,203	490	540	1,656	300
Bureau	39.2	.0171	33.7	10.4	14.4	15.5	32.6	14.4	149,500	27,740	10,336	17,849	6,489	39,539	3,066
Calhoun	5.9	.0026	37.7	9.7	13.0	14.4	38.2	2.1	15,501	3,050	2,573	457	172	1,969	632
Carroll	18.8	.0083	34.2	10.9	13.8	16.1	32.7	7.0	47,863	8,773	6,709	981	2,220	7,570	1,634
Cass	15.2	.0066	34.0	10.3	14.8	15.2	33.3	5.7	46,759	10,540	4,420	952	2,484	11,978	1,566
Christian	36.5	.0160	34.1	10.0	14.3	15.3	33.4	13.8	124,819	36,881	8,107	6,048	7,560	17,658	4,591
Clark	17.0	.0074	36.0	10.2	13.8	15.0	36.0	6.6	58,181	14,586	4.562	1,604	980	8,800	1,116
Clay	15.4	.0067	36.6	10.3	12.6	14.1	37.4	5.9	54,120	18,083	2,494	2,948	1,671	10,842	700
☐ Clinton	33.0	.0145	30.6	11.5	14.0	15.8	28.0	11.0	87,580	18,228	8,715	2,764	3,284	13,167	3,321
Coles	53.4	.0234	26.9	24.2	13.6	13.5	25.5	19.3	246,507	38,674	19,594	38,736	12,823	52,446	9,505
Crawford	20.9	.0092	37.5	9.0	14.1	16.1	36.6	8.1	71,681	22,542	4,020	5,038	1,934	12,299	3,617
Cumberland	11.2	.0049	33.0	10.3	13.5	14.6	32.7	4.1	22,907	4,344	1,464	204	1,212	3,523	224
De Kalb	74.9	.0327	24.4	29.6	15.2	12.8	19.5	24.8	252,088	55,001	30,708	20,499	9,819	42,274	10,128
De Witt	18.2	.0080	33.6	10.1	15.8	15.6	32.2	6.9	83,042	16,838	10,492	1,688	2,974	19,517	1,478
Douglas	19.9	.0087	32.3	9.8	15.0	17.0	28.9	7.3	92,624	19,453	5,071	975	10,751	11,198	1,038
Edgar	21.7	.0095	35.0	10.1	13.6	15.4	34.5	8.4	70,782	16,854	4,788	11,560	2,649	13,060	1,864
Edwards	8.0	.0035	38.1	9.0	12.8	14.4	38.6	3.2	24,009	4,730	1,523	171	1,141	6,331	
Effingham	31.5	.0138	31.1	10.3	14.5	14.5	29.8	10.9	206,192	34,160	18,270	16,285	9,842	31,899	3,326
Fayette	22.3	.0097	35.7	10.7	13.2	15.3	35.5	8.1	93,459	26,173	8,159	18,377	2,440	8,910	3,334
Ford	15.2	.0067	34.1	10.0	13.9	17.5	31.2	5.8	60,773	16,073	5,439	1,423	900	9,516	2,108
Franklin	43.7	.0191	39.2	9.6	12.9	14.4	39.7	17.2	145,046	48,915	10,446	5,566	7,196	34,424	4,063
Fulton	43.9	.0192	33.9	11.2	14.4	15.1	33.3	16.4	136,653	37,149	9,271	7,926	8,520	26,444	3,483
Gallatin	7.6	.0034	33.9	11.4	15.9	14.3	33.9	2.9	25,515	5,047	927	1,030	2,349	4,794	1,171
Greene	16.7	.0073	35.5	9.1	13.3	14.6	35.9	6.2	39,372	12,518	2,531	939	1,704	5,709	2,670
Grundy	30.9	.0135	30.1	11.5	17.2	16.2	25.4	11.0	131,120	31,356	15,354	10,788	4,371	26,702	5,269
Hamilton	9.2	.0040	40.9	9.1	12.0	15.1	40.8	3.7	29,187	7,742	1,111	1,561	110	4,909	1,657
Hancock	23.9	.0105	34.2	12.0	13.7	15.0	33.8	9.0	49,583	11,433	4,303	727	2,309	13,680	1,837
Hardin	5.4	.0023	37.2	9.0	13.7	15.8	36.5	2.1	10,055	4,685	585	178	365	849	370
Henderson	9.2	.0041	33.5	9.4	15.0	16.1	31.7	3.4	12,089	1,707	2,002	306	406	2,596	

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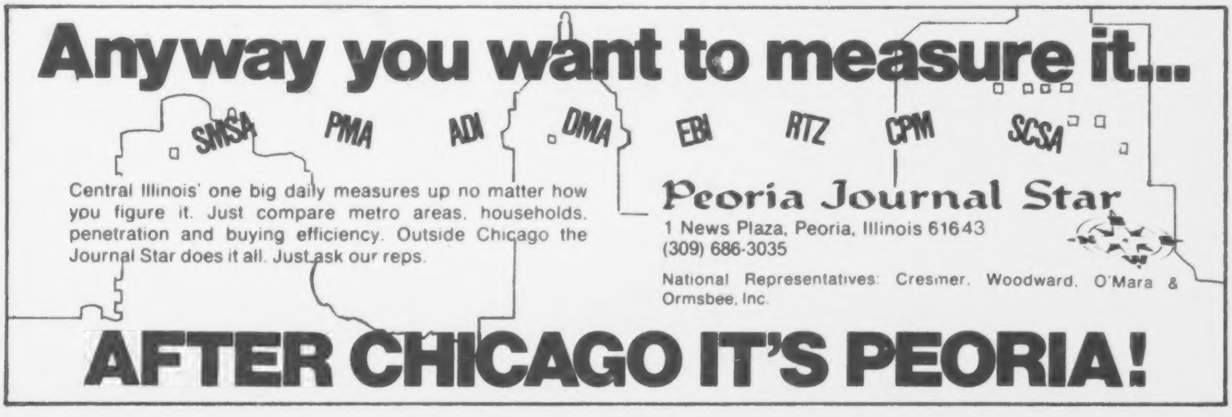
METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Iroquois	33.0	.0145	33.4	10.0	14.8	16.1	31.5	12.2	104,306	24,244	10,312	4,281	4,377	20,340	2,838
Jackson	62.3	.0272	24.6	30.4	14.8	11.4	22.2	23.1	335,567	56,514	34,793	62,906	8,795	52,331	7,961
Jasper	11.4	.0050	34.7	9.2	12.8	14.7	34.9	4.1	34,812	8,872	1,675	1,064	1,175	7,572	470
Jefferson	36.8	.0161	34.0	10.2	13.9	15.2	33.4	14.2	170,012	36,704	14,522	30,573	12,879	30,054	2,437
Jersey	20.7	.0091	30.3	14.7	15.1	15.6	27.2	6.9	47,610	13,284	5,420	2,071	1,928	10,229	1,416
Jo Daviess	23.7	.0104	32.0	10.1	14.1	15.5	30.3	8.5	52,006	9,123	9,567	955	708	7,351	2,925
Johnson	9.8	.0042	34.7	12.0	15.1	14.7	34.8	3.4	22,886	8,901	986	1,407	463	3,218	272
Kendall	38.1	.0167	28.4	10.4	19.9	17.4	19.4	12.5	79,155	20,318	10,719	7,174	4,355	7,817	2,067
Knox	61.8	.0270	32.8	13.0	14.4	15.8	31.0	23.1	287,746	61,668	24,499	39,745	17,176	46,789	11,882
La Salle	109.0	.0477	33.0	10.9	14.5	16.2	30.8	40.4	517,244	113,568	56,926	54,405	28,139	88,005	13,628
Lawrence	17.8	.0078	37.0	9.9	12.8	15.6	36.5	6.8	40,917	8,377	3,314	1,184	3,179	6,433	1,249
Lee	36.4	.0159	31.0	12.2	15.3	15.6	28.3	12.8	114,523	30,866	15,176	9,335	5,330	17,635	1,849
Livingston	41.4	.0181	31.4	13.2	14.7	15.0	29.7	14.2	146,378	37,849	12,550	17,404	5,288	24,415	2,282
Logan	31.8	.0139	32.4	12.9	16.0	15.9	30.1	11.4	126,086	28,825	15,092	11,953	5,649	21,244	3,789
McDonough	37.4	.0164	24.9	29.5	12.9	12.2	24.6	12.6	142,517	28,772	15,211	16,424	8,168	21,280	2,377
Macoupin	49.8	.0218	35.1	10.4	13.0	15.3	34.9	18.5	157,062	35,811	13,290	9,167	5,144	35,702	6,135
☐ Madison	247.4	.1082	30.6	12.6	16.1	17.3	25.6	89.8	1,039,531	266,422	95,848	95,246	36,446	214,220	33,611
Granite City	36.6	.0160	30.4	12.3	15.0	18.7	24.4	13.5	171,519	73,513	20,328	13,396	5,277	13,852	6,268
Marion	44.0	.0193	34.4	10.7	13.8	14.7	34.4	16.7	212,686	54,221	17,165	20,602	9,634	40,605	3,289
Marshall	14.6	.0064	33.9	9.8	14.3	15.6	32.9	5.3	36,642	9,304	3,616	1,644	658	7,047	1,467
Mason	19.8	.0086	34.1	10.1	14.1	14.8	33.9	7.3	59,083	14,253	5,837	4,758	2,444	9,162	1,352
Massac	15.1	.0067	35.9	9.2	14.0	16.7	34.3	5.8	48,040	10,426	5,314	2,726	830	8,153	3,069
Mercer	19.4	.0085	32.4	9.9	15.8	15.2	30.8	6.9	46,443	10,999	3,442	529	2,060	6,195	1,457
☐ Monroe	20.2	.0088	32.4	9.8	16.0	17.0	28.8	7.1	48,034	13,792	5,026	1,620	1,643	8,790	1,363
Montgomery	31.8	.0139	36.1	9.2	13.0	15.2	35.9	12.1	110,721	26,696	9,407	11,550	3,118	24,935	3,596
Morgan	37.7	.0165	32.1	13.9	14.6	14.7	31.0	13.8	183,159	41,123	15,663	22,076	4,835	35,418	5,769
Moultrie	14.7	.0064	33.8	10.4	14.8	15.3	32.9	5.2	29,550	6,057	3,511	1,097	1,239	6,264	1,421
Ogle	46.6	.0204	30.9	11.5	17.2	16.0	27.0	16.6	119,597	31,188	12,112	4,167	3,120	21,315	5,263
Perry	21.9	.0096	34.8	10.6	13.3	14.9	34.8	8.2	65,407	20,318	5,721	3,509	2,434	6,471	2,410
Piatt	16.7	.0073	32.7	9.9	16.1	16.5	29.8	6.0	49,910	11,678	3,805	314	2,346	18,522	1,561
Pike	18.9	.0083	36.8	9.8	13.1	14.9	36.9	7.4	55,025	10,987	4,076	1,831	1,064	9,897	1,661
Pope	4.4	.0019	38.0	10.3	11.6	13.0	39.6	1.6	4,245	1,045	431	31	56	1,653	186
Pulaski	8.9	.0039	35.8	9.5	9.7	14.0	36.8	3.3	15,332	4,582	964	225	407	1,015	254
Putnam	6.2	.0027	31.9	10.4	16.5	16.0	28.9	2.2	14,162	3,972	764		325	2,162	291
Randolph	35.9	.0158	33.2	11.2	16.6	15.9	31.1	12.0	108,297	28,108	7,816	8,066	5,861	20,211	1,131
Richland	17.7	.0077	33.0	11.0	14.7	15.6	31.5	6.8	75,559	20,842	5,828	4,250	4,028	11,692	1,491
☐ St. Clair	264.0	.1155	29.3	12.7	14.8	17.0	24.6	90.8	995,913	202,320	95,960	230,683	41,419	146,586	29,576
Belleville	42.2	.0185	34.1	12.8	13.7	15.9	32.9	16.8	306,135	42,096	22,613	53,804	12,757	90,973	8,688
East St. Louis	54.3	.0238	28.1	12.4	12.9	14.2	26.9	17.5	131,537	27,285	8,728	26,101	3,635	27,897	8,4[illegible]5
Saline	27.5	.0120	39.6	9.8	13.2	14.6	39.9	10.9	109,991	32,937	8,006	11,656	6,096	13,639	5,496
Schuyler	8.4	.0036	37.8	9.3	12.4	15.6	37.3	3.2	28,081	4,817	1,687	650	1,780	3,294	4,457
Scott	6.2	.0028	36.5	9.2	13.2	15.1	36.4	2.3	16,776	2,857	1,291	188	487	7,471	398
Shelby	24.1	.0105	34.0	9.8	13.9	15.2	33.4	8.8	65,346	15,318	3,944	2,340	2,374	10,834	1,779
Stark	7.4	.0032	34.6	9.7	13.7	14.9	34.6	2.7	16,351	4,413	1,785	209	153	4,690	496
Stephenson	49.6	.0217	31.8	11.6	15.6	16.0	29.1	18.6	176,628	43,780	14,268	25,742	9,130	28,190	4,656
Union	17.0	.0075	38.3	9.8	13.9	14.3	38.9	6.4	54,862	14,911	3,638	1,146	2,296	15,548	2,371
Vermilion	95.2	.0416	31.7	11.7	14.9	16.3	28.8	35.7	360,057	84,140	36,031	42,116	15,566	58,789	13,824
Danville	38.8	.0170	32.3	11.9	14.4	15.7	30.4	15.5	244,685	43,923	27,233	36,403	9,750	36,170	11,602
Wabash	13.8	.0061	34.1	11.3	13.1	15.8	33.1	5.2	60,069	11,299	5,614	1,796	1,491	16,445	1,931
Warren	22.0	.0096	32.1	13.4	14.3	14.9	30.9	8.0	87,154	18,273	6,952	9,332	4,241	24,828	3,445
Washington	15.6	.0068	38.9	9.5	12.6	14.6	39.1	5.7	36,821	9,874	2,518	1,805	1,006	10,089	1,478
Wayne	18.1	.0080	37.0	9.7	13.4	15.5	36.6	7.1	74,058	16,600	3,548	3,461	2,803	14,198	1,310
White	17.9	.0078	38.3	9.3	13.1	16.1	37.5	7.1	80,876	12,703	3,733	4,918	2,794	21,192	2,458
Whiteside	66.2	.0290	29.8	11.9	15.4	16.3	25.6	23.5	268,380	42,968	20,029	42,175	14,597	48,298	9,879
Williamson	57.2	.0251	33.7	12.0	15.5	15.6	32.3	22.2	206,720	52,072	13,705	19,646	11,226	33,523	7,568
TOTAL METRO COUNTIES	**9,269.4**	**4.0566**	**29.9**	**13.2**	**17.0**	**16.8**	**24.6**	**3,288.5**	**40,136,165**	**7,981,168**	**4,169,385**	**5,482,481**	**1,843,311**	**6,291,649**	**1,542,856**
TOTAL STATE	**11,452.7**	**5.0122**	**30.3**	**13.2**	**16.5**	**16.5**	**25.8**	**4,091.6**	**48,060,409**	**9,796,168**	**4,879,557**	**6,222,747**	**2,201,597**	**7,718,972**	**1,786,869**



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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BLOOMINGTON - NORMAL	**1,043,237**	**21,370**	**4.4**	**12.2**	**27.6**	**39.9**	**.0567**
McLean	1,043,237	21,370	4.4	12.2	27.6	39.9	.0567
● Bloomington	413,283	19,754	5.0	14.0	27.3	35.5	.0276
● Normal	288,174	24,861	4.3	9.6	23.7	49.7	.0137
SUBURBAN TOTAL	341,780	21,378	3.7	11.7	30.6	38.7	.0154
CHAMPAIGN - URBANA - RANTOUL	**1,419,243**	**19,393**	**5.4**	**14.5**	**28.3**	**34.6**	**.0774**
Champaign	1,419,243	19,393	5.4	14.5	28.3	34.6	.0774
● Champaign	521,107	19,613	5.4	12.4	25.0	36.0	.0311
● Rantoul	130,410	16,327	6.1	25.2	34.0	22.8	.0079
● Urbana	297,677	17,561	6.8	14.1	25.6	32.3	.0141
SUBURBAN TOTAL	470,049	21,028	4.3	14.1	31.9	37.8	.0243
CHICAGO	**67,717,726**	**24,196**	**3.4**	**9.9**	**25.4**	**47.7**	**3.4454**
Cook	48,473,930	22,993	3.7	10.8	25.9	44.4	2.4745
Arlington Heights	780,919	34,704	1.1	3.5	13.5	77.7	.0368
Berwyn	483,613	22,877	3.7	10.3	27.6	43.5	.0232
● Chicago	24,331,065	18,770	4.8	14.0	28.6	32.6	1.2145
Chicago Heights	294,788	22,650	3.2	10.9	29.4	42.7	.0180
Cicero	573,445	21,744	3.4	10.9	31.4	39.0	.0259
Des Plaines	598,326	30,847	1.6	5.2	18.8	69.1	.0314
Evanston	886,035	26,000	3.6	10.4	22.3	52.4	.0422
Oak Lawn	639,494	29,992	2.0	5.0	20.5	65.7	.0361
Oak Park	683,954	26,245	3.2	9.0	23.3	53.1	.0296
Park Ridge	526,995	35,706	1.8	4.8	13.5	74.4	.0250
Skokie	807,441	34,407	1.4	4.0	15.8	73.5	.0441
Du Page	8,007,452	32,085	1.6	4.6	17.3	70.9	.3977
Elmhurst	552,223	32,934	1.7	4.4	15.2	72.9	.0257
Kane	2,583,369	25,258	3.2	8.7	26.8	50.9	.1413
Aurora	736,663	22,871	3.8	10.7	30.4	43.0	.0475
Elgin	598,636	23,830	4.1	10.1	26.8	46.2	.0355
Lake	4,741,766	28,712	2.7	8.3	24.2	54.9	.2311
North Chicago	303,875	21,362	3.5	12.9	34.2	39.2	.0129
Waukegan	596,203	21,824	4.2	12.3	30.2	39.6	.0369
McHenry	1,307,741	24,336	3.1	9.8	27.3	47.9	.0696
Will	2,603,468	23,189	2.9	8.5	33.0	43.0	.1312
Joliet	659,381	21,548	3.7	10.2	30.7	38.7	.0415
SUBURBAN TOTAL	43,386,661	28,345	2.2	6.5	22.8	60.2	2.2309
CHICAGO - GARY - KENOSHA CONSOLIDATED AREA	***74,261,957***	***24,149***	***3.4***	***9.8***	***25.8***	***47.5***	***3.7859***
DAVENPORT - ROCK ISLAND - MOLINE	**3,452,415**	**22,878**	**3.8**	**9.8**	**27.8**	**43.4**	**.1852**
Henry	486,343	21,736	4.3	11.1	27.2	40.4	.0252
Rock Island	1,536,125	23,099	3.6	9.5	28.4	44.0	.0807
● Moline	464,903	23,467	3.9	9.5	26.8	45.6	.0284
● Rock Island	447,228	22,205	4.3	10.5	24.8	42.8	.0208
Scott, Iowa	*1,429,947*	*23,051*	*3.8*	*9.7*	*27.4*	*44.0*	*.0793*
● *Davenport*	*922,049*	*22,038*	*4.3*	*10.5*	*27.6*	*41.1*	*.0529*
SUBURBAN TOTAL	1,618,235	23,329	3.4	9.3	28.9	44.5	.0831
DECATUR	**1,145,356**	**21,601**	**4.5**	**11.0**	**28.8**	**39.0**	**.0623**
Macon	1,145,356	21,601	4.5	11.0	28.8	39.0	.0623
● Decatur	845,938	20,981	4.9	11.5	27.4	37.8	.0489
SUBURBAN TOTAL	299,418	22,943	3.2	9.6	33.3	42.1	.0134

Memo to Media Buyers

Northwest Chicago Suburbs

169,190 Households,
60% making $25,000+

$16,424 retail sales per HH, 43% higher than market

Daily Herald

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92% home delivered!!

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PADDOCK PUBLICATIONS

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CHICAGO TRIBUNE CIRCULATION SPRINGS UPWARD AGAIN

And again, we're first in daily circulation, Sunday circulation and ad linage.

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And naturally, we continue our first-place position in all key categories of circulation—Total, P.M.A. and Suburban.

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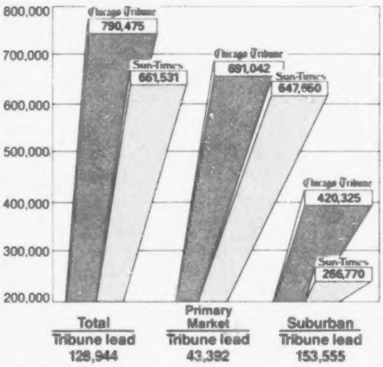
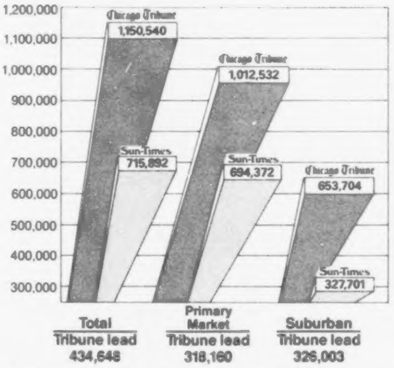
Chicago, George Van Wagner (312) 222-3126; New York, James E. Dietz (212) 682-3033; Dallas, Thomas Stansfield (214) 363-5044; Detroit, Vincent Walker (313) 569-0464; Miami, Barry Werblow (305) 377-8006; Los Angeles, Western States Associates, James Weaver (213) 933-5623; San Francisco, Western States Associates, James Stanley (415) 421-7946; Mexico City, Towmar Representaciones Professionales, Juan Martinez Dugay (905) 533-1596.

Daily circulation

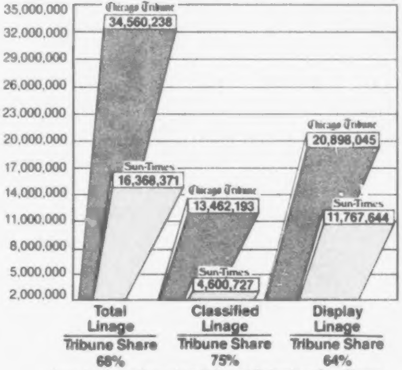


Sunday circulation



Source: A.B.C. Fas/Fax Report 3/31/81. Note: Tribune primary market area includes Cook, Lake, McHenry, Kane, DuPage, and Will counties in Illinois plus Lake and Porter counties in Indiana. The Sun-Times chooses not to include Porter county in their figures.

Advertising linage (First four months, 1981)



Note: Includes Suburban Trib and Suburban Sun-Times
Source: Chicago Tribune Billing Media Department

Chicago Tribune
The complete newspaper

ILL. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
KANKAKEE	**823,638**	**21,774**	**3.6**	**10.1**	**29.3**	**39.6**	**.0446**
Kankakee	823,638	21,774	3.6	10.1	29.3	39.6	.0446
• Kankakee	268,666	21,019	4.0	10.5	29.0	37.7	.0171
SUBURBAN TOTAL	554,972	22,148	3.5	9.9	29.4	40.7	.0275
PEORIA	**3,232,298**	**22,588**	**3.6**	**9.3**	**30.1**	**41.9**	**.1763**
Peoria	1,756,316	21,480	4.1	10.1	29.2	39.1	.0991
• Peoria	1,121,114	20,918	4.4	10.5	26.5	38.8	.0691
Tazewell	1,187,185	23,833	3.0	8.1	31.7	45.6	.0624
Woodford	288,797	23,403	3.3	9.2	28.9	44.9	.0148
SUBURBAN TOTAL	2,111,184	23,260	3.2	8.7	31.9	43.6	.1072
ROCKFORD	**2,510,220**	**23,414**	**3.6**	**9.4**	**28.5**	**44.6**	**.1295**
Boone	296,482	28,128	2.8	7.1	21.8	58.6	.0136
Winnebago	2,213,738	22,994	3.7	9.7	29.2	43.2	.1159
• Rockford	1,274,513	22,225	4.2	10.4	27.8	41.3	.0705
SUBURBAN TOTAL	1,235,707	24,594	2.9	8.4	29.2	48.5	.0590
SPRINGFIELD	**1,589,248**	**19,434**	**5.1**	**13.3**	**29.9**	**33.1**	**.0898**
Menard	84,571	16,965	5.1	11.3	26.4	28.9	.0044
Sangamon	1,504,677	19,555	5.1	13.4	30.1	33.4	.0854
• Springfield	864,026	18,460	5.7	14.1	28.0	31.7	.0556
SUBURBAN TOTAL	725,222	20,464	4.2	12.3	32.1	35.2	.0342
OTHER COUNTIES							
Adams	564,929	18,828	4.7	11.9	27.8	32.9	.0302
Quincy	343,682	18,151	5.1	11.9	26.6	32.1	.0209
Alexander	60,673	8,697	6.0	14.1	19.0	13.1	.0040
Bond	104,731	15,582	5.5	13.5	29.1	22.8	.0058
Brown	36,146	13,540	6.4	15.4	24.2	21.4	.0018
Bureau	297,012	18,647	4.8	13.3	32.5	29.8	.0162
Calhoun	27,441	11,000	7.7	15.8	27.8	9.7	.0018
Carroll	127,709	17,124	5.4	14.7	33.0	24.3	.0066
Cass	115,233	17,611	5.9	13.3	24.9	32.2	.0060
Christian	288,376	19,488	4.6	10.5	24.5	35.3	.0151
Clark	125,375	16,585	6.3	13.5	27.0	27.5	.0066
Clay	98,267	13,688	7.2	17.0	27.8	18.0	.0058
☐ Clinton	207,227	17,331	5.2	14.2	32.7	25.0	.0113
Coles	436,831	19,416	5.1	11.9	24.9	36.1	.0244
Crawford	179,524	19,938	5.8	11.1	24.1	37.9	.0089
Cumberland	100,536	20,755	5.4	9.8	24.7	40.0	.0046
De Kalb	637,877	22,344	4.4	11.8	28.5	41.7	.0320
De Witt	171,018	22,000	4.4	10.4	24.6	42.5	.0089
Douglas	150,016	19,019	4.5	14.1	29.3	31.3	.0086
Edgar	169,357	17,581	5.7	13.7	26.0	31.6	.0088
Edwards	67,045	16,953	4.9	14.0	25.2	30.4	.0032
Effingham	237,138	18,774	5.1	13.4	26.7	34.2	.0157
Fayette	155,425	16,570	5.3	13.3	28.8	26.1	.0091
Ford	135,051	21,117	4.6	10.3	28.0	39.0	.0071
Franklin	249,449	11,766	7.8	13.5	24.4	16.8	.0151
Fulton	291,683	16,963	5.0	12.4	30.7	25.2	.0162
Gallatin	38,763	11,606	7.1	15.4	30.2	10.2	.0024
Greene	116,314	16,381	5.7	14.3	27.7	26.3	.0060
Grundy	251,248	22,060	3.1	9.7	31.1	39.7	.0137
Hamilton	49,140	9,965	8.2	14.4	22.4	13.0	.0031
Hancock	191,052	18,622	4.6	12.9	26.0	33.5	.0089
Hardin	27,932	11,055	8.1	20.5	20.0	13.2	.0015
Henderson	51,260	14,980	5.8	18.7	36.9	13.0	.0027
Iroquois	259,546	19,537	4.7	12.5	28.5	33.9	.0132
Jackson	462,667	14,833	6.7	15.4	25.2	24.3	.0286
Jasper	98,221	19,026	6.4	13.2	18.9	38.9	.0048
Jefferson	242,579	14,046	6.4	15.2	25.7	21.2	.0152
Jersey	140,275	19,265	4.2	10.6	31.8	31.3	.0071
Jo Daviess	153,667	16,842	5.2	16.1	33.5	22.7	.0080
Johnson	45,733	11,864	6.2	19.2	26.0	11.3	.0028
Kendall	352,407	26,821	2.1	7.1	25.2	57.1	.0155
Knox	547,781	21,159	4.4	11.2	28.7	38.6	.0294
La Salle	888,755	21,308	3.8	10.2	30.2	37.9	.0500
Lawrence	120,775	15,421	5.9	14.4	28.2	23.0	.0063
Lee	293,855	20,612	4.2	12.7	28.9	37.3	.0148
Livingston	294,189	18,925	5.0	13.1	31.4	30.2	.0163
Logan	281,936	21,125	4.7	11.0	26.0	40.6	.0143
McDonough	290,684	18,604	5.7	11.9	28.2	32.0	.0157
Macoupin	322,807	15,794	5.1	14.7	30.6	21.6	.0181
☐ Madison	1,951,611	20,755	4.1	11.3	32.7	35.4	.1077
Granite City	289,911	20,718	4.2	11.6	31.8	35.8	.0165
Marion	312,296	15,996	5.9	14.8	27.6	25.4	.0191
Marshall	107,706	18,841	5.2	11.8	33.3	29.6	.0055
Mason	147,265	17,049	5.0	13.9	29.5	27.3	.0075
Massac	100,227	15,220	6.7	12.8	26.4	24.1	.0056
Mercer	130,139	18,137	5.3	12.0	31.9	28.0	.0067
☐ Monroe	150,583	20,470	3.9	10.2	33.5	33.9	.0074
Montgomery	210,978	14,803	5.4	14.8	26.1	23.3	.0120
Morgan	306,940	19,677	5.1	12.4	26.5	36.0	.0174
Moultrie	111,640	19,298	5.8	12.6	31.7	30.8	.0054
Ogle	325,832	19,071	4.7	13.3	35.5	28.1	.0168
Perry	134,576	14,573	5.4	14.8	25.6	23.1	.0076
Piatt	123,235	18,918	4.6	13.1	33.0	29.2	.0064
Pike	130,669	14,910	6.4	16.1	26.7	23.0	.0070
Pope	17,297	7,308	6.6	17.1	16.6	6.9	.0010
Pulaski	32,883	6,988	8.3	16.4	13.1	7.8	.0022
Putnam	50,692	22,466	3.7	11.5	23.7	43.3	.0024
Randolph	193,715	14,605	6.3	18.5	32.1	16.3	.0118
Richland	128,528	16,250	6.1	16.2	27.9	26.1	.0075
☐ St. Clair	1,854,101	18,829	4.5	12.2	30.2	31.1	.1052
Belleville	376,283	19,855	4.4	12.7	29.8	34.7	.0236
East St. Louis	239,685	10,953	6.6	14.2	24.0	14.9	.0155
Saline	135,057	9,661	7.2	15.0	23.5	10.3	.0095
Schuyler	61,831	16,387	5.5	12.3	28.0	25.9	.0032
Scott	55,967	22,000	5.1	10.7	22.8	42.5	.0027
Shelby	164,101	16,720	5.9	14.4	28.4	26.3	.0087
Stark	55,062	18,086	4.7	12.7	31.5	29.8	.0026
Stephenson	437,169	22,477	4.3	10.8	23.5	43.6	.0218
Union	129,153	16,388	6.4	12.0	23.7	29.7	.0068
Vermilion	880,073	22,188	4.2	10.0	25.2	42.4	.0438
Danville	387,267	22,071	4.4	10.0	23.6	42.5	.0217
Wabash	100,831	16,799	6.1	14.8	32.7	22.9	.0058
Warren	159,832	17,443	5.5	13.4	30.5	27.1	.0091
Washington	112,146	16,187	5.4	14.9	27.0	26.5	.0055
Wayne	118,066	14,451	5.9	15.8	28.5	19.8	.0072
White	116,078	14,000	7.2	15.0	28.5	18.3	.0074
Whiteside	538,636	21,743	3.7	11.2	27.3	40.5	.0289
Williamson	331,137	12,673	6.8	16.4	27.7	14.8	.0206
TOTAL METRO COUNTIES	**85,666,956**	**23,445**	**3.6**	**10.2**	**26.4**	**45.5**	**4.4195**
TOTAL STATE	**101,975,141**	**22,366**	**3.9**	**10.7**	**26.6**	**42.6**	**5.3059**

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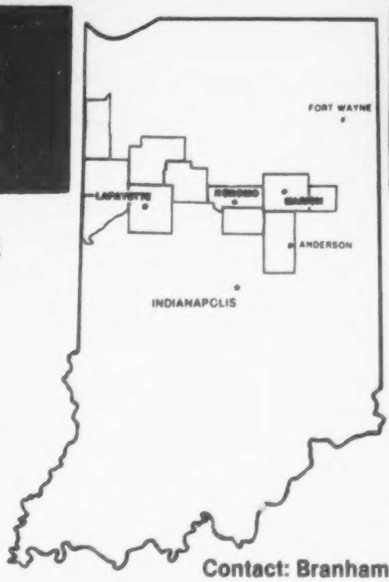

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INDIANA

IND. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**139.3**	**.0609**	**29.9**	**13.5**	**16.7**	**16.6**	**24.9**	**50.5**	**542,136**	**117,473**	**53,239**	**78,572**	**21,039**	**110,233**	**27,203**
Madison	139.3	.0609	29.9	13.5	16.7	16.6	24.9	50.5	542,136	117,473	53,239	78,572	21,039	110,233	27,203
• Anderson	64.2	.0281	30.2	14.4	15.6	16.0	26.5	24.6	269,848	44,513	38,423	43,909	15,486	38,203	12,314
SUBURBAN TOTAL	75.1	.0328	29.7	12.8	17.7	17.0	23.5	25.9	272,288	72,960	14,816	34,663	5,553	72,030	14,889
BLOOMINGTON	**99.2**	**.0434**	**24.2**	**32.3**	**18.5**	**12.2**	**15.4**	**34.6**	**344,259**	**74,130**	**37,337**	**45,689**	**16,049**	**44,161**	**16,654**
Monroe	99.2	.0434	24.2	32.3	18.5	12.2	15.4	34.6	344,259	74,130	37,337	45,689	16,049	44,161	16,654
• Bloomington	52.2	.0228	23.3	47.2	16.5	8.9	13.0	17.4	312,208	61,048	33,688	45,626	15,801	43,383	14,829
SUBURBAN TOTAL	47.0	.0206	27.3	15.7	20.6	15.9	18.2	17.2	32,051	13,082	3,649	63	248	778	1,825
ELKHART	**138.2**	**.0604**	**28.9**	**13.2**	**17.1**	**16.4**	**23.2**	**48.9**	**643,497**	**133,117**	**62,766**	**82,687**	**22,822**	**153,385**	**32,622**
Elkhart	138.2	.0604	28.9	13.2	17.1	16.4	23.2	48.9	643,497	133,117	62,766	82,687	22,822	153,385	32,622
• Elkhart	41.2	.0180	30.1	12.8	16.4	16.1	25.8	16.0	412,389	77,697	39,919	68,771	9,564	102,599	23,586
SUBURBAN TOTAL	97.0	.0424	28.5	13.4	17.6	16.5	22.0	32.9	231,108	55,420	22,847	13,916	13,258	50,786	9,035
EVANSVILLE	**311.7**	**.1365**	**31.7**	**11.8**	**15.5**	**16.4**	**28.4**	**115.8**	**1,298,093**	**248,958**	**128,671**	**164,705**	**64,299**	**217,142**	**47,044**
Gibson	33.4	.0146	33.9	10.7	14.2	15.9	32.6	12.4	109,232	13,499	10,459	16,847	2,568	16,433	4,562
Posey	26.8	.0118	31.6	10.4	16.4	16.3	28.1	9.3	61,132	12,170	6,148	2,966	2,363	15,288	2,619
Vanderburgh	167.6	.0734	32.1	12.5	14.7	16.6	29.2	64.9	833,737	149,166	95,270	130,020	48,609	122,214	31,785
• Evansville	129.9	.0568	32.6	13.1	14.3	15.8	30.7	52.3	775,620	138,018	88,856	119,164	47,950	119,745	30,057
Warrick	42.6	.0187	29.6	10.9	17.4	15.8	24.8	14.2	103,202	32,735	5,796	3,235	712	24,515	2,954
Henderson, Ky.	*41.3*	*.0180*	*30.8*	*11.5*	*16.6*	*16.8*	*26.3*	*15.0*	*190,790*	*41,388*	*10,998*	*11,637*	*10,047*	*38,692*	*5,124*
SUBURBAN TOTAL	181.8	.0797	31.1	10.9	16.2	16.8	26.9	63.5	522,473	110,940	39,815	45,541	16,349	97,397	16,987

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A.B.C. Audit Report 12/27/1980

IND. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
FORT WAYNE	**384.8**	**.1684**	**28.8**	**13.0**	**16.4**	**16.2**	**23.7**	**136.5**	**1,597,220**	**304,915**	**179,999**	**251,951**	**66,199**	**284,602**	**57,572**
Adams	29.9	.0131	28.7	11.6	15.0	14.8	25.8	9.8	104,850	21,389	11,525	9,657	5,387	24,259	4,890
Allen	295.6	.1293	28.6	13.4	16.7	16.4	22.9	106.1	1,311,000	228,820	152,052	232,407	52,865	222,078	45,316
• Fort Wayne	171.8	.0752	29.5	14.7	15.4	15.7	25.8	66.0	904,325	135,677	113,677	189,864	42,928	163,182	34,534
De Kalb	33.8	.0148	30.0	11.2	16.0	15.5	26.5	11.6	108,048	34,658	10,390	5,561	3,176	21,544	4,698
Wells	25.5	.0112	30.4	11.6	16.0	15.9	26.7	9.0	73,322	20,048	6,032	4,326	4,771	16,721	2,668
SUBURBAN TOTAL	213.0	.0932	28.4	11.6	17.3	16.6	22.0	70.5	692,895	169,238	66,322	62,087	23,271	121,420	23,038
GARY - HAMMOND - EAST CHICAGO	**643.9**	**.2818**	**28.3**	**12.8**	**16.2**	**17.4**	**21.8**	**216.9**	**2,603,359**	**607,574**	**263,075**	**315,963**	**108,851**	**411,811**	**113,764**
Lake	521.3	.2282	28.7	12.4	15.8	17.5	22.5	176.4	2,257,131	518,240	218,366	282,139	96,798	367,503	94,772
• East Chicago	39.3	.0172	30.5	12.8	13.3	18.1	25.9	14.2	94,893	20,546	11,214	987	3,422	18,507	5,605
• Gary	150.2	.0657	28.3	12.6	14.9	17.0	23.0	51.3	283,273	60,098	31,032	30,016	14,284	54,190	12,034
• Hammond	92.7	.0406	30.0	13.3	15.3	16.9	25.5	34.2	392,246	86,928	50,523	43,938	21,785	41,874	13,280
Porter	122.6	.0536	27.2	14.5	18.5	16.6	18.9	40.5	346,228	89,334	44,709	33.824	12,053	44,308	18,992
SUBURBAN TOTAL	361.7	.1583	27.8	12.7	17.4	17.5	20.0	117.2	1,832,947	440,002	170,306	241,022	69,360	297,240	82,845
INDIANAPOLIS	**1,171.4**	**.5125**	**29.5**	**12.5**	**17.2**	**17.0**	**23.5**	**424.7**	**5,209,124**	**1,004,945**	**457,219**	**723,079**	**190,080**	**826,615**	**192,809**
Boone	36.9	.0161	31.5	10.5	16.7	16.4	27.7	12.9	137,787	30,919	11,831	6,252	4,064	19,615	5,815
Hamilton	84.7	.0370	29.9	10.2	17.9	17.8	23.0	28.3	223,963	56,746	22,730	4,178	9,936	41,656	12,501
Hancock	44.6	.0195	29.3	11.9	18.6	16.7	22.7	14.8	101,285	25,964	6,899	5,496	3,689	17,974	6,792
Hendricks	70.9	.0310	28.8	10.9	18.6	17.6	21.0	23.2	186,330	49,993	11,922	3,948	4,674	30,838	10,937
Johnson	78.6	.0344	27.7	12.9	18.4	17.2	19.4	26.1	273,212	45,770	20,746	62,203	7,345	44,436	12,019
Marion	763.0	.3340	29.6	13.2	16.6	16.9	24.1	287.9	4,005,445	721,204	359,600	621,900	151,769	623,406	133,304
• Indianapolis	697.0	.3050	29.7	12.8	16.6	16.9	24.3	262.7	3,838,463	676,153	342,491	607,126	147,040	600,819	126,654
Morgan	52.6	.0230	28.6	11.3	17.7	17.3	21.4	17.5	136,095	42,776	13,293	9,150	4,411	20,492	6,299
Shelby	40.1	.0175	30.8	11.0	16.4	16.9	26.2	14.0	145,007	31,573	10,198	9,952	4,192	28,198	5,142
SUBURBAN TOTAL	474.4	.2075	29.1	12.1	18.0	17.1	22.3	162.0	1,370,661	328,792	114,728	115,953	43,040	225,796	66,155

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SWING Newspapers Directly Influenced* These Millions of Sales in 1980:
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$165—Eat/Drink
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*Home Counties and Percent Reach Only of ABC Trade Areas S&MM 1981 SBP

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FRANKLIN GREENWOOD Journal
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One ad in each of our papers sells to 1,034,400 adults (net unduplicated) in the Indianapolis ADI. Makes 1,736,000 gross impressions! Sells to people with money to buy. Households in the ADI have a total net effective buying income (after taxes) of $17.8 Billion.

SELL TO THE KEY DEMOGRAPHIC GROUPS IN THE ADI WITH A SCHEDULE IN THE STAR AND THE NEWS.

5 Daily Combination Ads Reach:

- 88% of the households made up of the age group with the most purchasing power (35-54)*
- 76% of the households with incomes of $25,000 or more
- 78% of those with college or graduate degrees
- 71% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

4 Sunday Ads Reach:

- 77% of the households made up of the age group with the most purchasing power (35-54)*
- 80% of the households with incomes of $25,000 or more
- 73% of those with college or graduate degrees
- 74% of professionals, semi-professionals, technicians, managers, officials, department heads, proprietors

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*According to Sales and Marketing Management, middle-aged households (35-54) have become especially desirable prospects for advertisers because they spend about one-third more than the typical family.

Sources: S&MM "1981 Survey of Buying Power"
S&MM "1980 Survey of Buying Power"
Three Sigma Market Study

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THE INDIANAPOLIS NEWS

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Famed Monument Circle—hub of the dynamic growth and revitalization now under way in downtown Indianapolis and center of the affluent Indianapolis ADI.

IND. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	*1,310.7*	*.5734*	*29.5*	*12.6*	*17.1*	*17.0*	*23.6*	*475.2*	*5,751,260*	*1,122,418*	*510,458*	*801,651*	*211,119*	*936,848*	*220,012*
KOKOMO	**103.9**	**.0455**	**29.4**	**12.1**	**17.9**	**17.0**	**22.9**	**37.6**	**450,715**	**90,235**	**43,231**	**72,043**	**19,813**	**81,701**	**20,306**
Howard	87.1	.0381	29.0	12.3	18.3	17.3	21.8	31.5	407,104	77,483	39,353	70,244	19,219	72,571	18,091
• Kokomo	48.0	.0210	30.2	13.2	17.2	15.0	26.8	18.6	393,721	75,739	38,734	69,979	17,487	70,985	17,654
Tipton	16.8	.0074	31.4	11.1	16.5	15.6	28.5	6.1	43,611	12,752	3,878	1,799	594	9,130	2,215
SUBURBAN TOTAL	55.9	.0245	28.7	11.1	18.8	18.7	19.5	19.0	56,994	14,496	4,497	2,064	2,326	10,716	2,652
LAFAYETTE - WEST LAFAYETTE	**122.2**	**.0534**	**24.5**	**27.9**	**16.8**	**12.9**	**18.5**	**41.4**	**488,372**	**92,423**	**53,672**	**102,671**	**27,318**	**67 948**	**23,470**
Tippecanoe	122.2	.0534	24.5	27.9	16.8	12.9	18.5	41.4	488,372	92,423	53,672	102,671	27,318	67,948	23,470
• Lafayette	42.7	.0187	29.3	14.6	17.5	15.3	24.8	16.7	355,836	73,919	31,282	80,596	20,820	53,988	16,594
• West Lafayette	21.3	.0093	23.6	40.8	17.3	10.9	13.5	7.4	75,473	10,009	13,764	16,095	5,008	915	6,331
SUBURBAN TOTAL	58.2	.0254	23.7	33.0	16.2	12.0	15.6	17.3	57,063	8,495	8,626	5,980	1,490	13,045	545
MUNCIE	**128.4**	**.0562**	**27.6**	**19.4**	**16.5**	**15.5**	**22.3**	**45.1**	**519,425**	**103,860**	**49,423**	**63,575**	**23,724**	**110,372**	**28,028**
Delaware	128.4	.0562	27.6	19.4	16.5	15.5	22.3	45.1	519,425	103,860	49,423	63,575	23,724	110,372	28,028
• Muncie	77.6	.0340	26.1	25.9	14.1	13.3	24.2	27.5	373,404	71,038	40,092	62,608	16,839	73,750	26,187
SUBURBAN TOTAL	50.8	.0222	29.2	9.4	20.0	18.9	19.5	17.6	146,021	32,822	9,331	967	6,885	36,622	1,841
SOUTH BEND	**280.7**	**.1228**	**30.5**	**14.3**	**14.2**	**16.6**	**27.0**	**101.0**	**1,128,048**	**223,553**	**121,116**	**147,536**	**50,690**	**212,693**	**48,106**
Marshall	39.5	.0172	31.2	10.8	14.8	15.9	28.4	13.9	166,709	31,783	11,823	5,101	6,334	46,088	8,149
St. Joseph	241.2	.1056	30.4	14.8	14.2	16.8	26.7	87.1	961,339	191,770	109,293	142,435	44,356	166,605	39,957
• South Bend	108.5	.0475	32.4	13.0	13.2	16.9	29.8	42.0	558,014	92,398	59,898	111,780	24,959	86,972	21,531
SUBURBAN TOTAL	172.2	.0753	29.5	15.1	15.0	16.5	25.2	59.0	570,034	131,155	61,218	35,756	25,731	125,721	26,575
TERRE HAUTE	**176.8**	**.0773**	**32.2**	**15.4**	**13.8**	**14.8**	**31.3**	**64.9**	**846,783**	**128,672**	**62,205**	**98,247**	**22,821**	**118,640**	**28,849**
Clay	25.0	.0109	34.9	10.7	13.7	15.6	34.2	9.3	96,090	16,893	4,560	4,724	1,302	25,437	4,683
Sullivan	21.2	.0093	36.7	10.0	13.2	14.9	36.9	8.0	54,085	9,969	2,690	2,822	1,201	10,083	2,490
Vermillion	18.3	.0080	34.9	10.4	14.6	14.9	34.9	7.0	49,450	14,683	2,639	1,522	410	9,541	838
Vigo	112.3	.0491	30.3	18.3	13.6	14.6	29.0	40.6	647,158	87,127	52,316	89,179	19,908	73,579	20,838
• Terre Haute	60.5	.0265	30.5	21.0	11.3	13.7	31.2	23.0	498,379	83,873	36,339	55,959	17,788	37,687	12,514
SUBURBAN TOTAL	116.3	.0508	32.8	12.6	14.9	15.4	31.4	41.9	348,404	44,799	25,866	42,288	5,033	80,953	16,335
OTHER COUNTIES															
Bartholomew	65.6	.0287	28.8	11.8	19.6	17.1	20.8	23.3	289,938	62,075	27,297	39,197	15,767	43,805	11,210
Benton	10.1	.0045	32.3	9.9	13.8	15.3	30.9	3.7	24,291	5,929	1,851	151	217	5,080	1,356
Blackford	15.5	.0068	31.4	11.4	16.6	15.9	28.1	5.6	43,603	12,316	2,464	2,030	1,475	6,862	1,948
Brown	12.6	.0055	31.3	11.4	15.0	16.2	28.3	4.6	16,066	2,033	4,301	29	365	981	783
Carroll	19.9	.0087	32.5	9.8	15.8	16.0	30.1	7.1	46,166	13,408	3,251	709	603	12,106	1,929
Cass	41.0	.0180	32.7	10.3	15.3	16.7	29.8	14.8	163,225	34,373	15,931	24,268	8,311	28,663	8,358
☐ Clark	89.8	.0393	28.6	13.3	17.5	17.1	21.7	31.7	393,576	57,192	35,480	88,769	11,404	69,409	13,027
Clinton	31.6	.0138	32.4	10.8	14.6	16.0	30.2	11.4	100,252	25,638	8,406	5,597	3,499	20,576	5,287
Crawford	10.0	.0044	33.4	10.5	12.8	14.8	33.2	3.5	15,192	5,831	862	328	577	1,625	
Daviess	27.9	.0122	32.3	11.1	14.3	15.0	31.2	10.0	78,033	17,941	6,286	11,960	2,380	11,889	4,026
☐ Dearborn	34.7	.0152	31.5	10.6	15.6	16.7	27.8	11.7	94,788	23,372	9,654	2,782	3,699	14,159	9,533
Decatur	23.9	.0105	30.5	10.7	15.7	15.1	27.8	8.2	84,183	20,642	5,966	7,770	1,660	17,367	2,554
Dubois	34.5	.0151	29.3	11.2	16.1	15.6	25.3	11.5	153,633	26,891	13,502	12,113	5,802	52,577	3,483
Fayette	28.4	.0125	30.3	11.6	14.9	16.4	26.6	10.1	79,032	20,891	9,068	6,226	3,113	7,106	6,193
☐ Floyd	61.6	.0269	31.3	11.8	15.3	17.0	27.4	21.8	182,936	52,678	17,414	6,285	13,005	29,668	7,425
Fountain	19.1	.0084	32.6	10.3	15.7	15.8	30.4	7.0	74,935	18,949	8,028	1,869	962	18,572	4,649
Franklin	19.8	.0086	29.4	11.5	14.5	15.3	26.6	6.2	35,843	12,077	3,104	1,427	970	5,227	1,314
Fulton	19.5	.0086	33.5	9.2	14.9	15.8	31.9	7.3	51,422	13,879	4,081	3,084	1,218	10,333	2,939
Grant	80.7	.0353	29.5	13.6	16.2	17.0	24.1	28.1	285,072	67,450	24,404	25,561	11,575	57,455	17,005
Marion	35.6	.0156	31.2	12.5	15.5	17.1	27.1	12.9	250,689	59,730	19,366	24,607	10,104	51,312	14,692
Greene	30.7	.0135	34.8	9.9	15.0	15.6	34.1	11.7	81,676	17,962	5,562	8,054	1,519	12,171	3,293
Harrison	27.8	.0122	30.6	10.7	15.0	16.0	27.4	9.3	63,355	20,179	5,120	4,432	3,192	8,657	2,077
Henry	53.4	.0234	31.2	11.6	16.2	16.7	27.1	19.0	169,887	38,517	12,590	14,225	9,333	28,102	5,370
Huntington	35.6	.0156	31.3	12.1	14.9	15.3	29.2	12.5	127,057	28,448	7,473	10,109	3,668	18,040	4,979
Jackson	36.8	.0161	30.7	11.1	16.3	16.0	27.0	13.2	142,693	30,568	12,295	8,916	4,562	19,419	5,271
Jasper	26.6	.0117	27.7	14.2	14.6	14.9	24.4	8.5	111,713	21,425	9,797	5,301	1,405	12,417	5,169
Jay	23.2	.0101	32.2	10.9	15.3	15.3	30.4	8.4	67,936	20,178	5,498	1,381	3,110	11,207	3,263

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S.M.S.A. METRO AREA - HOWARD & TIPTON COUNTIES

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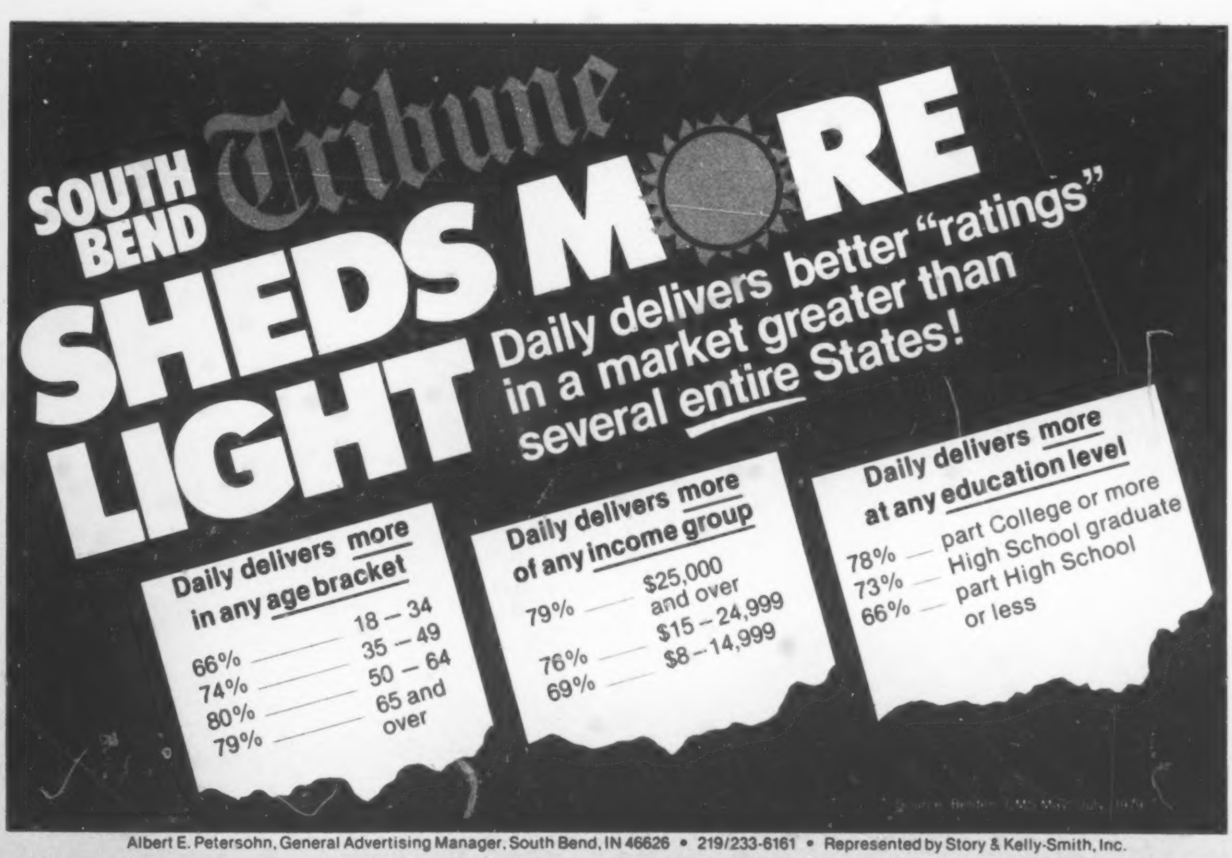
IND. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Jefferson	30.7	.0134	30.4	13.9	15.4	16.1	26.8	10.5	119,809	28,394	7,699	12,472	5,592	20,355	5,425
Jennings	23.2	.0102	29.0	11.7	17.8	15.0	24.2	7.5	44,618	13,406	2,414	853	1,148	8,293	2,152
Knox	41.9	.0183	33.0	14.4	13.2	15.1	32.3	15.7	173,809	33,320	13,316	30,392	6,491	29,492	9,063
Kosciusko	60.5	.0265	29.4	12.4	16.9	15.2	25.4	21.4	207,765	49,049	17,976	18,501	6,853	36,514	10,740
La Grange	25.9	.0113	26.4	11.6	15.9	13.5	22.9	7.9	57,306	11,291	4,732	2,583	1,737	7,572	2,153
La Porte	108.9	.0476	30.7	11.8	16.1	17.6	25.6	37.9	452,105	93,482	36,846	68,693	15,592	79,911	21,185
La Porte	21.8	.0095	32.5	11.7	14.0	16.7	29.8	8.6	170,906	35,308	12,358	14,497	5,797	34,057	7,742
Michigan City	36.7	.0161	30.6	12.1	16.5	17.9	24.9	12.6	247,716	54,795	20,427	53,806	8,606	42,942	13,443
Lawrence	42.8	.0188	31.9	11.3	15.9	16.9	28.2	15.7	143,597	37,548	8,996	13,497	4,882	27,084	8,866
Martin	11.0	.0049	28.9	11.7	15.6	15.7	24.9	3.8	29,428	8,419	1,924	1,275	940	5,995	1,050
Miami	39.9	.0174	27.8	13.6	16.4	15.9	22.3	13.8	103,283	20,949	8,277	10,313	3,245	22,647	5,393
Montgomery	35.6	.0156	31.5	12.6	16.1	15.8	28.5	13.1	122,611	29,700	10,500	15,934	5,259	20,117	6,203
Newton	15.1	.0066	31.3	9.4	14.8	14.5	30.0	5.2	38,978	9,485	3,802	159	1,093	5,793	2,847
Noble	35.7	.0157	29.6	12.1	16.0	15.0	26.3	12.3	92,474	23,556	7,608	5,151	2,749	17,449	5,194
Ohio	5.2	.0022	33.1	10.0	15.7	16.5	30.5	1.9	5,819	4,083	267	135	164		59
Orange	18.8	.0083	32.9	10.9	14.7	15.3	31.6	6.8	41,917	12,971	2,028	1,316	536	5,650	2,503
Owen	16.1	.0070	33.4	9.8	14.4	15.8	32.0	5.8	24,488	6,899	1,937	164	412	3,542	803
Parke	16.5	.0072	34.7	9.8	14.0	15.3	34.2	6.0	38,782	10,603	2,101	963	257	5,750	1,527
Perry	19.4	.0085	30.9	11.6	14.2	16.2	27.9	6.8	56,925	16,347	6,127	7,015	3,573	7,462	1,959
Pike	13.6	.0060	35.7	9.9	14.6	15.1	35.6	5.1	31,658	7,290	1,074	511	1,243	6,028	1,002
Pulaski	13.3	.0058	32.5	9.2	14.0	15.2	31.3	4.8	30,650	4,245	2,407	771	1,052	10,180	2,407
Putnam	29.4	.0129	30.1	17.0	15.4	15.4	27.1	9.5	85,052	22,077	7,390	5,489	2,592	13,431	3,177
Randolph	30.1	.0131	32.2	10.9	15.2	16.3	29.5	10.8	70,094	21,191	4,634	3,829	1,661	13,357	4,659
Ripley	24.6	.0108	31.0	10.5	14.0	15.2	29.3	8.3	65,425	19,566	5,382	1,774	1,819	10,416	2,705
Rush	19.5	.0085	32.7	10.4	14.0	15.3	31.4	6.7	60,162	13,743	3,080	3,240	2,408	15,746	2,295
Scott	20.6	.0090	28.2	11.7	16.9	14.3	24.2	6.9	57,608	16,640	3,566	2,928	1,623	10,804	1,963
Spencer	19.6	.0086	31.9	10.8	15.2	15.3	30.0	6.5	51,512	11,313	2,658	480	1,984	12,127	1,642
Starke	22.2	.0097	30.5	10.5	15.2	14.3	28.9	7.6	73,229	15,874	6,518	8,503	682	10,408	4,088
Steuben	25.1	.0110	29.3	16.3	15.4	13.5	27.8	9.0	105,757	19,196	12,399	4,672	1,447	17,766	3,176
Switzerland	7.2	.0032	34.9	9.6	13.9	14.2	35.7	2.6	8,354	2,614	358	287	356	1,507	536
Union	6.9	.0030	30.7	11.4	16.0	15.6	27.6	2.4	13,667	3,318	1,650	75	255	1,002	427
Wabash	36.7	.0161	30.1	14.3	15.5	15.7	26.7	12.7	130,245	28,078	9,203	13,790	6,149	22,112	5,738
Warren	9.0	.0039	32.7	9.0	15.5	16.6	29.8	3.1	7,176	2,165	1,038	76	188	133	112
Washington	22.1	.0096	31.1	11.0	14.9	15.4	28.8	7.7	47,957	14,839	2,454	2,516	1,296	10,207	1,452
Wayne	75.8	.0332	31.3	12.2	16.0	16.6	27.5	27.6	337,195	62,606	27,214	61,508	8,035	68,809	13,880
Richmond	41.1	.0180	31.7	13.3	15.0	16.0	29.1	15.9	275,572	51,731	22,254	60,935	6,452	59,853	10,415
White	24.1	.0105	32.1	10.0	14.9	15.5	30.2	9.0	74,951	17,500	8,288	7,247	2,236	10,297	3,765
Whitley	26.4	.0116	30.2	11.3	14.5	16.1	26.9	9.2	79,925	22,134	6,365	3,182	2,336	18,128	4,758
TOTAL METRO COUNTIES	**3,845.3**	**1.6825**	**29.1**	**14.1**	**16.3**	**16.5**	**23.9**	**1,368.1**	**16,151,541**	**3,221,709**	**1,563,503**	**2,232,917**	**651,766**	**2,713,847**	**661,288**
TOTAL STATE	**5,512.9**	**2.4127**	**29.6**	**13.4**	**16.2**	**16.3**	**25.0**	**1,954.7**	**21,541,075**	**4,473,200**	**2,002,846**	**2,737,948**	**834,934**	**3,680,168**	**908,648**



SOUTH BEND Tribune

SHEDS MORE LIGHT

Daily delivers better "ratings" in a market greater than several entire States!

Daily delivers more in any age bracket
66% — 18 – 34
74% — 35 – 49
80% — 50 – 64
79% — 65 and over

Daily delivers more of any income group
79% — $25,000 and over
76% — $15 – 24,999
69% — $8 – 14,999

Daily delivers more at any education level
78% — part College or more
73% — High School graduate
66% — part High School or less

Source: Belden [illegible]

Albert E. Petersohn, General Advertising Manager, South Bend, IN 46626 • 219/233-6161 • Represented by Story & Kelly-Smith, Inc.

IND.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANDERSON	**1,139,365**	**20,614**	**4.3**	**11.0**	**32.3**	**36.6**	**.0604**
Madison	1,139,365	20,614	4.3	11.0	32.3	36.6	.0604
• Anderson	531,679	19,576	4.7	12.0	33.6	32.9	.0287
SUBURBAN TOTAL	607,686	21,820	3.9	10.0	31.3	40.0	.0317
BLOOMINGTON	**664,475**	**15,615**	**6.7**	**17.2**	**29.6**	**22.5**	**.0377**
Monroe	664,475	15,615	6.7	17.2	29.6	22.5	.0377
• Bloomington	341,511	13,007	7.8	17.1	21.9	21.7	.0237
SUBURBAN TOTAL	322,964	17,788	5.7	17.4	37.2	23.3	.0140
ELKHART	**1,113,510**	**20,690**	**4.1**	**12.3**	**33.1**	**35.5**	**.0628**
Elkhart	1,113,510	20,690	4.1	12.3	33.1	35.5	.0628
• Elkhart	369,526	20,669	4.3	12.3	29.9	36.9	.0266
SUBURBAN TOTAL	743,984	20,698	4.1	12.2	34.5	34.9	.0362
EVANSVILLE	**2,258,386**	**17,867**	**5.2**	**13.8**	**30.6**	**28.5**	**.1299**
Gibson	232,917	16,621	5.6	13.8	28.1	26.7	.0128
Posey	175,857	18,184	4.6	12.8	32.1	27.5	.0090
Vanderburgh	1,226,396	17,290	5.5	14.8	32.1	25.7	.0744
• Evansville	938,969	16,247	5.8	15.7	31.8	22.7	.06[illegible]3
Warrick	309,523	20,987	4.3	10.8	28.5	38.3	.0[illegible]4
Henderson, Ky.	*313,693*	*18,597*	*5.2*	*13.3*	*26.7*	*32.9*	*.0163*
SUBURBAN TOTAL	1,319,417	19,447	4.3	12.3	29.6	33.1	.0686
FORT WAYNE	**3,094,320**	**21,045**	**4.2**	**11.9**	**32.5**	**36.5**	**.1686**
Adams	207,396	19,316	4.8	12.9	34.9	30.7	.0115
Allen	2,451,569	21,411	4.1	11.9	32.0	37.7	.1343
• Fort Wayne	1,376,456	19,126	5.1	14.3	32.3	30.6	.0811
De Kalb	227,117	18,795	4.9	12.9	34.5	28.6	.0126
Wells	208,238	21,696	4.4	10.7	30.8	39.0	.0102
SUBURBAN TOTAL	1,717,864	22,768	3.4	9.8	32.5	42.0	.0875
GARY - HAMMOND - EAST CHICAGO	**5,341,791**	**23,389**	**3.2**	**9.1**	**29.7**	**44.5**	**.2847**
Lake	4,187,759	22,645	3.3	9.4	31.0	41.9	.2313
• East Chicago	282,003	18,187	4.7	13.7	34.2	27.3	.0142
• Gary	1,072,151	19,622	4.1	11.2	32.3	32.6	.0515
• Hammond	803,398	22,536	3.2	10.1	32.1	41.2	.0424
Porter	1,154,032	26,692	2.9	7.8	24.0	55.8	.0534
SUBURBAN TOTAL	3,184,239	25,716	2.6	7.4	27.5	52.6	.1766
INDIANAPOLIS	**9,836,477**	**21,014**	**4.3**	**12.2**	**31.3**	**37.2**	**.5354**
Boone	282,472	20,529	4.4	11.8	29.2	36.1	.0152
Hamilton	664,043	21,675	3.6	10.7	31.8	39.0	.0327
Hancock	341,728	21,994	3.8	10.9	32.2	39.4	.0165
Hendricks	559,665	23,284	3.7	9.7	31.1	43.6	.0274
Johnson	570,700	20,422	3.7	12.4	38.0	33.0	.0312
Marion	6,771,153	20,926	4.5	12.6	30.1	37.6	.3778
• Indianapolis	6,159,094	20,709	4.6	12.8	29.9	37.1	.3500
Morgan	380,575	20,978	3.8	11.3	35.5	34.5	.0193
Shelby	266,141	18,141	5.7	14.3	33.7	26.4	.0153
SUBURBAN TOTAL	3,677,383	21,437	3.9	11.3	33.2	37.5	.1854
INDIANAPOLIS - ANDERSON CONSOLIDATED AREA	***10,975,842***	***20,968***	***4.3***	***12.1***	***31.2***	***37.2***	***.5958***
KOKOMO	**937,861**	**23,094**	**3.3**	**9.6**	**27.9**	**44.9**	**.0488**
Howard	802,829	23,660	3.2	9.2	27.4	46.5	.0423
• Kokomo	433,153	21,210	3.8	11.0	29.0	39.1	.0284
Tipton	135,032	20,565	4.1	11.0	30.2	36.6	.0065
SUBURBAN TOTAL	504,708	25,216	2.9	8.2	26.7	50.5	.0204
LAFAYETTE - WEST LAFAYETTE	**888,580**	**18,537**	**5.2**	**14.5**	**33.2**	**28.8**	**.0504**
Tippecanoe	888,580	18,537	5.2	14.5	33.2	28.8	.0504
• Lafayette	323,170	18,326	5.3	14.6	36.0	25.7	.0237
• West Lafayette	187,289	19,975	5.2	10.9	22.9	40.0	.0094
SUBURBAN TOTAL	378,121	18,358	5.2	15.8	34.9	27.1	.0173
MUNCIE	**976,309**	**19,360**	**4.6**	**13.3**	**33.5**	**31.1**	**.0542**
Delaware	976,309	19,360	4.6	13.3	33.5	31.1	.0542
• Muncie	559,422	17,199	5.3	15.2	31.1	26.1	.0338
SUBURBAN TOTAL	416,887	22,172	3.4	10.2	37.6	38.9	.0204
SOUTH BEND	**2,166,716**	**19,566**	**4.5**	**13.1**	**33.8**	**31.5**	**.1193**
Marshall	306,958	20,175	4.5	11.7	30.7	34.7	.0171
St. Joseph	1,859,758	19,475	4.5	13.3	34.3	30.9	.1022
• South Bend	934,803	20,199	4.6	12.1	30.6	35.1	.0526
SUBURBAN TOTAL	1,231,913	19,180	4.5	13.7	36.2	28.8	.0667
TERRE HAUTE	**1,204,610**	**15,982**	**6.1**	**14.9**	**28.5**	**24.5**	**.0748**
Clay	187,741	18,278	5.7	13.0	27.2	31.1	.0103
Sullivan	158,913	16,670	5.6	13.1	24.6	28.9	.0078
Vermillion	120,169	15,207	5.9	14.4	29.1	21.5	.0065
Vigo	737,787	15,602	6.4	15.8	29.5	22.5	.0502
• Terre Haute	396,662	14,496	7.1	16.1	27.8	20.7	.0317
SUBURBAN TOTAL	807,948	16,829	5.6	14.2	29.0	26.5	.0431
OTHER COUNTIES							
Bartholomew	472,312	18,307	[illegible]	15.7	38.1	25.8	.0277
Benton	96,034	22,661	4.[illegible]	[illegible]2.7	25.4	43.6	.0042
Blackford	100,292	17,022	5.0	[illegible].1	34.7	23.4	.0056
Brown	86,336	16,637	5.1	14.9	29.0	26.3	.0040
Carroll	148,278	19,302	4.4	12.5	33.4	32.1	.0072
Cass	279,035	17,592	5.1	14.5	33.9	25.8	.0164
☐ Clark	599,097	17,889	4.9	16.6	37.0	24.2	.0367
Clinton	225,217	18,205	5.2	14.1	31.6	28.7	.0120
Crawford	51,045	12,681	6.4	19.5	25.3	14.7	.0027
Daviess	144,670	13,324	7.2	20.6	30.4	12.3	.0090
☐ Dearborn	195,750	15,938	5.7	18.4	36.2	17.4	.0113
Decatur	154,219	17,265	5.2	15.7	32.6	24.9	.0090
Dubois	230,774	17,719	4.3	15.6	36.3	24.7	.0142
Fayette	214,044	18,559	4.5	14.8	33.4	30.3	.0108
☐ Floyd	428,142	17,382	4.9	15.6	33.9	25.2	.0229
Fountain	115,385	15,560	6.2	15.4	33.0	18.9	.0073
Franklin	114,632	15,955	4.9	19.6	30.7	22.7	.0059
Fulton	145,904	18,332	5.0	12.4	28.0	31.1	.0073
Grant	603,281	19,692	4.0	14.0	31.6	33.0	.0325
Marion	265,458	18,540	4.6	15.5	30.6	30.5	.0182
Greene	209,364	16,142	5.9	13.9	26.9	26.1	.0110
Harrison	139,009	13,769	7.0	19.7	32.7	12.8	.0081
Henry	404,341	19,844	4.0	11.9	33.4	33.2	.0212
Huntington	263,311	20,115	4.6	13.3	33.3	32.6	.0144
Jackson	253,682	17,322	5.5	14.7	35.2	23.0	.0147
Jasper	168,862	17,731	5.1	14.3	34.2	26.1	.0104
Jay	138,838	15,373	6.5	16.6	32.2	19.3	.0079
Jefferson	160,820	13,543	8.0	21.0	31.1	13.0	.0109
Jennings	136,481	16,815	5.5	17.8	35.2	21.2	.0071
Knox	270,793	14,677	6.7	16.0	28.3	20.7	.0165
Kosciusko	451,123	19,709	4.1	13.5	31.6	33.1	.0242
La Grange	133,391	16,240	5.1	17.2	35.6	19.1	.0076
La Porte	860,477	20,854	4.3	11.5	31.7	36.8	.0473
La Porte	181,210	18,932	5.0	12.7	32.4	31.5	.0122
Michigan City	279,511	20,568	4.7	12.1	31.3	35.8	.0186

Indianapolis
Terre Haute
Monroe
Brown
Bloomington
Owen
Greene
Bedford
Lawrence
Martin
Daviess
Orange
Washington
Evansville
Louisv
AUDITED BUREAU OF CIRCULATIONS
ABC

BLOOMINGTON – BEDFORD
1981 Primary Market Area
190,000 People
67,600 Households

OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*

with FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays

*RMH Research Fall, 1979

Our readers include:*
82% of Ages 18-24
83% of Ages 25-34
91% of Ages 35-49
96% of Ages 50-64
95% of Ages 65 Plus

Our readers include* these SMSA purchasers:
84% of all Food
86% of Drugs & Rx
90% of Furniture
90% of Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acces.

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Daily **40,418**
Sunday **41,418**
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IND. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Lawrence	286,260	16,869	5.3	16.1	31.0	24.8	.0161
Martin	55,690	13,150	7.9	21.2	28.3	13.9	.0035
Miami	242,221	15,806	5.6	19.3	34.4	19.1	.0133
Montgomery	246,029	17,484	5.0	15.7	32.5	25.3	.0136
Newton	93,028	16,935	5.4	13.8	33.9	23.5	.0053
Noble	229,345	17,757	5.1	15.0	36.5	23.4	.0122
Ohio	28,522	14,408	7.8	16.2	34.7	12.9	.0014
Orange	89,930	12,059	8.2	22.0	27.0	9.8	.0055
Owen	72,900	11,502	8.8	20.6	29.0	6.9	.0042
Parke	89,947	13,188	6.1	16.4	27.7	16.2	.0051
Perry	118,072	15,449	5.8	17.9	29.8	21.8	.0066
Pike	103,338	18,145	5.1	10.5	24.9	33.2	.0051
Pulaski	99,255	18,200	4.9	13.4	25.2	33.4	.0049
Putnam	168,918	15,472	6.0	17.4	34.0	17.9	.0099
Randolph	189,887	16,254	5.7	16.8	33.8	21.2	.0100
Ripley	141,091	15,796	5.0	16.2	32.7	20.1	.0080
Rush	124,868	16,885	5.3	16.0	30.9	25.6	.0071
Scott	124,159	16,814	5.1	16.7	34.2	22.8	.0071
Spencer	134,709	18,432	5.4	11.8	26.8	32.1	.0070
Starke	148,389	17,764	5.2	14.1	29.5	29.2	.0083
Steuben	172,716	16,339	6.1	15.7	29.7	24.8	.0103
Switzerland	37,518	12,990	5.9	18.2	29.6	12.9	.0020
Union	45,856	16,634	5.3	17.7	32.8	22.7	.0023
Wabash	266,516	19,249	4.9	13.0	33.7	30.8	.0145
Warren	67,397	20,537	4.8	11.7	27.5	37.1	.0030
Washington	130,776	15,196	6.1	17.7	30.5	20.1	.0070
Wayne	571,930	18,124	4.5	15.3	32.7	27.9	.0329
Richmond	305,335	16,740	5.1	16.8	31.5	24.3	.0206
White	198,166	20,151	4.6	14.2	27.7	36.3	.0099
Whitley	199,022	20,059	4.1	11.2	33.3	32.5	.0103
TOTAL METRO COUNTIES	**30,531,696**	**20,375**	**4.4**	**12.3**	**31.6**	**35.2**	**1.6796**
TOTAL STATE	**41,780,101**	**19,4[illegible]1**	**4.6**	**13.2**	**31.6**	**32.5**	**2.3031**

IOWA

IOWA

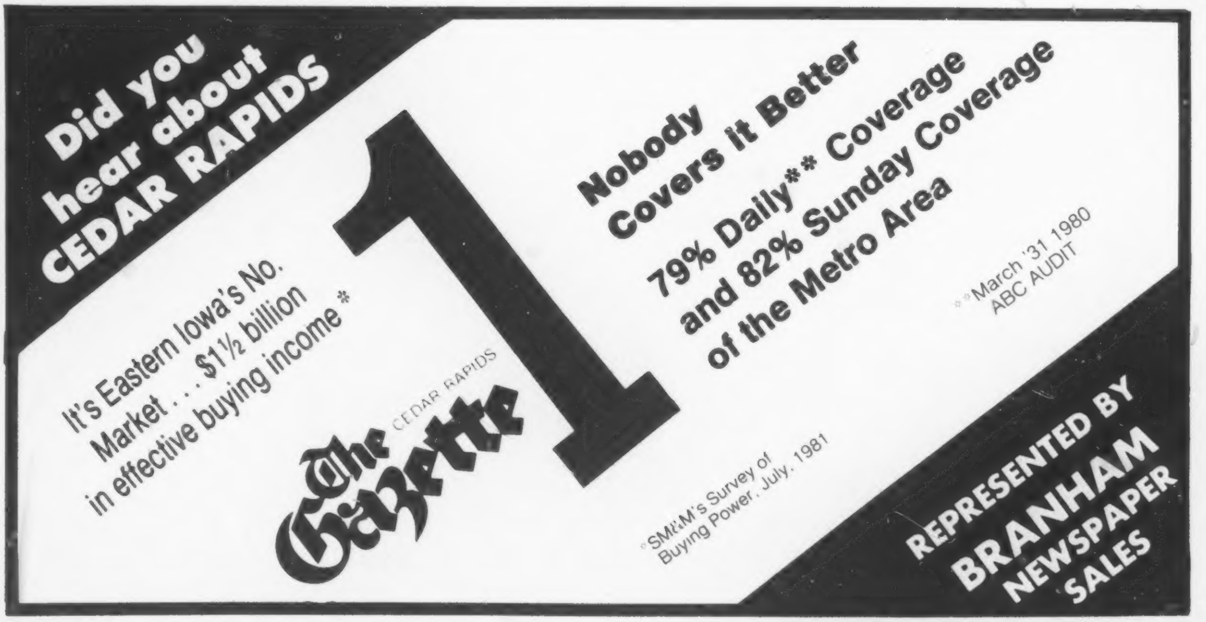
S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
CEDAR RAPIDS	**170.4**	**.0746**	**28.7**	**14.4**	**19.3**	**16.0**	**21.9**	**62.8**
Linn	170.4	.0746	28.7	14.4	19.3	16.0	21.9	62.8
• Cedar Rapids	110.1	.0482	29.2	14.7	18.8	16.0	23.0	42.2
SUBURBAN TOTAL	60.3	.0264	28.0	13.9	20.3	15.8	20.0	20.6
DAVENPORT - ROCK ISLAND - MOLINE	**386.1**	**.1690**	**29.9**	**12.7**	**16.9**	**15.9**	**25.5**	**140.4**
Scott	161.7	.0708	28.5	13.0	18.2	15.6	22.3	57.9
• Davenport	103.5	.0453	29.0	14.0	16.9	15.1	24.8	38.9
Henry, Ill.	*58.4*	*.0255*	*32.6*	*10.6*	*15.3*	*15.7*	*30.7*	*20.8*
Rock Island, Ill.	*166.0*	*.0727*	*30.6*	*13.1*	*16.4*	*16.0*	*26.8*	*61.7*
• Moline	*45.7*	*.0200*	*32.5*	*12.4*	*15.3*	*15.8*	*30.3*	*18.2*
• Rock Island	*46.8*	*.0205*	*31.6*	*14.5*	*14.5*	*15.5*	*29.6*	*18.2*
SUBURBAN TOTAL	190.1	.0832	29.5	11.6	18.0	16.4	23.8	65.1

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CEDAR RAPIDS	**830,402**	**163,319**	**85,815**	**153,291**	**40,880**	**151,068**	**27,743**
Linn	830,402	163,319	85,815	153,291	40,880	151,068	27,743
• Cedar Rapids	696,286	121,288	73,047	135,126	33,958	135,913	21,560
SUBURBAN TOTAL	134,116	42,031	12,768	18,165	6,922	15,155	6,183
DAVENPORT - ROCK ISLAND - MOLINE	**1,815,434**	**345,503**	**193,085**	**297,974**	**81,661**	**319,211**	**67,347**
Scott	828,514	141,847	87,238	161,074	44,208	140,447	33,584
• Davenport	592,894	85,380	62,056	102,100	35,072	124,753	25,110
Henry, Ill.	*214,934*	*54,178*	*19,814*	*11,018*	*7,499*	*37,808*	*5,206*
Rock Island, Ill.	*771,986*	*149,478*	*86,033*	*125,882*	*29,954*	*140,956*	*28,557*
• Moline	*372,446*	*45,114*	*32,154*	*102,065*	*21,329*	*58,287*	*15,738*
• Rock Island	*139,670*	*20,595*	*20,530*	*16,406*	*5,928*	*30,863*	*6,929*
SUBURBAN TOTAL	710,424	194,414	78,345	77,403	19,332	105,308	19,570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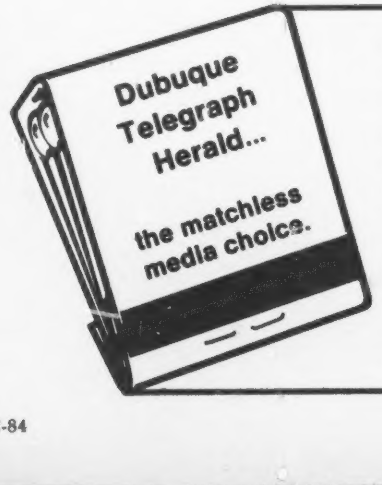
It's Eastern Iowa's No. 1 Market . . . $1½ billion in effective buying income*
The CEDAR RAPIDS Gazette
Nobody Covers it Better
79% Daily** Coverage and 82% Sunday Coverage of the Metro Area
**March '31 1980 ABC AUDIT
*SM&M's Survey of Buying Power, July, 1981
REPRESENTED BY BRANHAM NEWSPAPER SALES

IOWA (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
DES MOINES	**340.4**	**.1489**	**29.1**	**14.3**	**17.8**	**16.0**	**23.5**	**128.6**	**1,916,624**	**388,176**	**177,586**	**285,562**	**82,432**	**346,322**	**35,122**
Polk	304.9	.1334	29.2	14.4	17.6	16.1	23.8	116.8	1,820,883	357,650	172,694	279,522	81,254	319,146	33,557
• Des Moines	190.2	.0832	29.9	15.6	16.6	15.1	26.4	77.1	1,236,122	243,426	113,130	215,321	55,551	217,978	22,183
Warren	35.5	.0155	28.0	12.7	19.4	15.9	20.5	11.8	95,741	30,526	4,892	6,040	1,178	27,176	1,565
SUBURBAN TOTAL	150.2	.0657	28.3	12.6	19.5	17.3	19.7	51.5	680,502	144,750	64,456	70,241	26,881	128,344	12,939
DUBUQUE	**94.1**	**.0412**	**27.4**	**14.2**	**16.0**	**14.6**	**23.3**	**30.6**	**471,861**	**85,445**	**45,875**	**83,030**	**32,719**	**91,810**	**13,670**
Dubuque	94.1	.0412	27.4	14.2	16.0	14.6	23.3	30.6	471,861	85,445	45,875	83,030	32,719	91,810	13,670
• Dubuque	62.3	.0273	28.4	15.3	15.0	15.1	25.0	21.1	427,650	76,392	39,571	82,643	30,894	81,277	13,478
SUBURBAN TOTAL	31.8	.0139	25.9	12.0	17.8	13.7	20.0	9.5	44,211	9,053	6,304	387	1,825	10,533	192
IOWA CITY	**82.5**	**.0361**	**24.4**	**29.7**	**20.1**	**11.3**	**15.9**	**30.9**	**393,070**	**75,518**	**44,842**	**41,190**	**23,363**	**67,266**	**14,366**
Johnson	82.5	.0361	24.4	29.7	20.1	11.3	15.9	30.9	393,070	75,518	44,842	41,190	23,363	67,266	14,366
• Iowa City	50.8	.0222	23.8	36.3	19.6	10.2	13.9	19.3	304,235	50,864	38,465	39,536	14,429	53,518	12,648
SUBURBAN TOTAL	31.7	.0139	26.4	19.3	20.9	13.0	19.2	11.6	88,835	24,654	6,377	1,654	8,934	13,748	1,718
SIOUX CITY	**117.8**	**.0514**	**29.5**	**13.1**	**15.0**	**15.1**	**26.6**	**42.9**	**541,792**	**123,911**	**53,913**	**77,041**	**29,458**	**89,925**	**18,510**
Woodbury	100.9	.0441	29.8	13.3	14.4	15.3	27.2	37.0	472,352	107,277	46,611	76,416	27,523	75,817	15,628
• Sioux City	81.6	.0357	29.6	14.1	14.4	15.3	26.9	30.2	438,022	102,247	41,032	76,173	27,155	64,871	15,068
Dakota, Neb.	*16.9*	*.0073*	*28.0*	*11.9*	*17.8*	*14.3*	*23.3*	*5.9*	*69,440*	*16,634*	*7,302*	*625*	*1,935*	*14,108*	*2,882*
SUBURBAN TOTAL	36.2	.0157	29.2	10.9	16.1	14.8	25.9	12.7	103,770	21,664	12,881	868	2,383	25,054	3,442
WATERLOO - CEDAR FALLS	**138.6**	**.0606**	**27.5**	**17.0**	**16.2**	**15.0**	**22.9**	**49.0**	**739,769**	**132,010**	**64,318**	**110,700**	**35,105**	**156,148**	**19,388**
Black Hawk	138.6	.0606	27.5	17.0	16.2	15.0	22.9	49.0	739,769	132,010	64,318	110,700	35,105	156,148	19,388
• Cedar Falls	36.5	.0160	24.2	31.4	15.3	13.0	17.9	11.7	290,711	51,471	28,922	29,804	18,782	79,225	7,018
• Waterloo	75.6	.0331	30.0	11.9	16.0	15.6	26.4	28.8	426,237	72,735	33,693	80,507	16,169	72,752	12,204
SUBURBAN TOTAL	26.5	.0115	27.2	11.7	18.1	16.2	19.8	8.5	22,821	7,804	1,703	389	154	4,171	166
OTHER COUNTIES															
Adair	9.5	.0041	38.2	7.5	13.2	15.2	38.1	3.7	38,810	8,048	2,478	602	515	5,678	892
Adams	5.7	.0025	38.1	8.2	13.4	15.3	37.8	2.2	13,422	4,736	704	403	226	2,474	628
Allamakee	15.1	.0066	33.6	9.1	12.7	14.3	33.9	5.3	52,184	13,810	5,805	1,264	1,401	10,217	710
Appanoose	15.6	.0069	36.8	10.8	12.4	13.8	37.9	6.1	62,271	13,200	3,890	9,113	2,954	11,641	544
Audubon	8.5	.0037	36.3	8.0	13.0	16.0	35.4	3.2	32,271	7,922	2,330	510	1,615	8,250	853
Benton	23.8	.0104	32.7	9.6	15.8	15.6	30.7	8.7	67,910	12,776	6,152	982	4,132	15,687	1,592
Boone	26.2	.0115	35.0	10.8	14.1	14.9	35.2	9.8	85,279	22,213	5,302	5,485	7,143	22,324	3,716
Bremer	25.0	.0110	30.1	14.6	15.9	14.6	27.6	8.6	81,776	22,173	5,436	2,881	3,307	13,541	1,701
Buchanan	23.0	.0100	29.9	10.2	15.2	14.8	27.5	7.8	64,845	17,000	6,837	4,133	1,747	14,685	1,630
Buena Vista	20.8	.0091	33.3	12.2	12.2	16.0	32.0	7.8	101,106	17,671	11,135	7,621	5,030	20,783	2,038
Butler	17.7	.0078	33.8	9.9	13.7	15.8	32.5	6.4	35,028	5,389	2,611	1,854	1,812	5,951	397
Calhoun	13.5	.0059	37.9	7.9	12.9	15.4	37.6	5.1	48,156	9,262	2,241	1,549	965	16,885	817
Carroll	23.0	.0100	31.9	8.8	13.0	15.3	30.7	8.0	115,773	20,929	8,847	12,766	4,700	26,271	1,614
Cass	17.0	.0075	35.9	8.5	14.4	15.0	36.0	6.6	91,571	17,742	7,811	8,969	2,458	17,400	2,523
Cedar	18.8	.0082	33.3	9.7	15.2	15.7	31.8	6.7	62,013	17,681	3,125	1,689	1,026	15,113	924
Cerro Gordo	48.4	.0212	32.2	12.5	14.4	16.4	29.6	18.9	277,713	50,027	28,465	47,930	7,786	49,537	6,428
Cherokee	16.2	.0071	33.0	9.8	14.5	16.1	30.9	6.1	81,463	26,712	4,379	6,231	3,198	13,151	2,767
Chickasaw	15.5	.0068	31.6	8.8	14.9	14.8	30.1	5.4	49,716	13,758	3,870	1,240	1,104	8,539	776
Clarke	8.7	.0038	37.2	8.7	13.7	15.6	36.7	3.4	41,094	8,034	2,824	2,358	570	8,462	632
Clay	19.7	.0086	31.8	10.8	14.6	16.4	29.0	7.5	116,246	19,901	12,387	13,298	5,080	27,480	3,345
Clayton	21.1	.0092	33.8	8.9	13.3	15.1	33.4	7.6	60,142	11,047	5,808	1,242	4,634	18,770	880
Clinton	57.2	.0251	30.6	11.7	15.9	15.8	27.3	20.6	269,496	52,876	25,421	41,352	12,057	64,367	6,459
Crawford	18.9	.0082	31.7	10.9	14.8	15.1	30.0	6.7	84,150	22,977	10,511	5,044	2,858	17,005	1,684
Dallas	29.8	.0131	31.8	10.4	16.4	15.2	29.6	10.9	102,320	29,393	6,966	9,784	2,594	25,057	1,297
Davis	9.2	.0040	35.8	8.6	13.1	15.1	35.6	3.3	31,344	7,359	2,156	524	447	7,618	724
Decatur	9.8	.0043	32.2	19.4	11.4	12.4	34.4	3.5	22,672	6,359	1,358	755	630	2,035	1,098
Delaware	19.0	.0083	29.9	9.8	14.1	15.3	27.5	6.3	65,817	14,630	4,858	5,014	1,061	14,607	1,959
Des Moines	46.3	.0203	31.9	12.3	16.0	16.0	29.1	17.5	228,969	49,189	21,274	38,249	15,751	31,268	10,962
Dickinson	15.9	.0069	35.1	9.3	13.3	15.3	34.7	6.2	77,491	13,121	7,878	4,291	2,314	9,629	2,451
Emmet	13.3	.0058	30.9	12.3	13.8	15.0	29.3	4.9	54,203	9,286	4,203	6,460	1,289	12,967	1,010
Fayette	25.4	.0111	32.7	10.8	13.4	15.0	31.9	9.2	93,920	17,651	7,676	9,683	3,638	23,608	2,815
Floyd	19.6	.0086	33.2	9.2	15.8	15.4	31.7	7.1	82,997	18,870	5,771	8,274	2,142	17,690	1,360



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SOURCES: CIRCULATION '80-'81

Telegraph Herald
Reaching the Readers
[and Customers]
of the '80s

IOWA (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Franklin	13.0	.0057	36.5	8.3	13.6	16.6	35.1	5.1	44,925	8,056	3,477	2,005	1,282	9,599	1,162
Fremont	9.4	.0041	37.3	8.3	13.0	15.6	36.8	3.6	18,412	3,677	1,902	284	639	3,839	1,121
Greene	12.1	.0053	36.9	8.5	13.3	14.9	37.0	4.7	36,058	8,190	3,158	3,319	553	6,192	1,089
Grundy	14.4	.0063	33.6	9.7	15.9	15.5	32.3	5.3	38,454	8,021	2,956	437	3,780	8,844	1,518
Guthrie	12.0	.0053	38.9	8.2	12.2	15.2	38.7	4.6	26,215	4,086	3,209	1,558	1,677	4,697	678
Hamilton	17.9	.0078	33.5	10.5	15.0	16.4	31.3	6.7	68,486	13,451	7,915	3,417	3,025	13,548	1,555
Hancock	13.9	.0061	33.8	8.3	13.8	15.5	33.0	5.1	36,696	6,438	2,575	613	2,604	8,032	1,425
Hardin	21.8	.0095	33.5	12.1	13.9	15.1	32.8	8.2	93,855	20,214	6,960	3,815	4,717	23,462	2,204
Harrison	16.4	.0072	34.6	9.1	12.9	15.1	34.4	6.0	74,063	12,407	4,581	1,463	1,368	30,323	2,260
Henry	18.9	.0083	31.8	13.5	15.4	14.1	31.0	6.8	73,945	14,713	5,612	6,828	2,647	18,586	1,966
Howard	11.1	.0048	37.5	7.4	11.6	15.4	37.2	4.1	36,778	6,833	3,034	1,533	1,522	7,226	1,290
Humboldt	12.3	.0054	34.0	8.4	13.8	16.6	32.0	4.7	41,919	10,087	2,955	1,893	1,864	10,274	738
Ida	8.9	.0039	36.2	7.4	13.6	17.4	34.0	3.4	25,122	4,259	1,771	993	511	7,089	724
Iowa	15.5	.0068	33.6	9.8	14.7	15.5	32.5	5.7	69,116	12,564	18,596	2,516	1,795	6,797	1,408
Jackson	22.7	.0099	31.2	9.5	14.8	15.6	28.8	7.8	66,678	15,156	7,374	3,363	4,191	12,804	2,252
Jasper	36.5	.0160	32.0	10.4	16.2	17.4	27.7	13.7	144,951	29,987	10,883	9,193	5,082	28,597	5,137
Jefferson	16.3	.0071	30.3	19.5	13.3	13.4	30.3	5.8	65,177	16,622	2,947	7,400	2,705	14,214	1,382
Jones	20.5	.0090	30.8	12.1	15.7	15.1	28.2	7.0	58,854	8,869	4,249	2,286	2,070	16,029	1,814
Keokuk	12.8	.0056	37.4	8.6	12.2	14.9	37.4	4.9	37,795	4,660	3,509	1,040	1,552	12,463	647
Kossuth	21.9	.0096	32.6	8.9	13.7	16.2	30.5	7.9	108,807	14,281	8,206	6,397	4,280	46,649	1,563
Lee	43.2	.0189	32.2	11.4	15.8	15.9	29.7	15.8	218,882	51,548	13,179	28,612	9,954	46,902	6,671
Louisa	12.2	.0053	32.3	9.9	15.7	15.1	30.6	4.3	35,016	7,822	3,488	669	1,294	11,213	767
Lucas	10.3	.0045	38.0	7.7	13.5	15.7	37.5	4.1	38,814	11,294	2,054	3,124	1,301	6,583	1,504
Lyon	12.9	.0057	32.3	8.8	12.9	16.2	30.4	4.5	38,853	8,543	4,023	525	1,928	10,638	697
Madison	12.7	.0055	35.3	8.6	13.6	15.1	35.2	4.6	44,378	10,308	5,401	1,436	983	12,521	2,301
Mahaska	22.6	.0099	33.7	12.7	13.3	14.8	33.6	8.5	90,654	21,793	6,428	9,345	3,745	13,257	1,334
Marion	30.0	.0132	31.9	13.6	15.1	15.0	30.3	10.5	93,706	22,339	9,954	7,113	2,651	19,817	2,264
Marshall	41.7	.0182	31.4	12.2	16.6	15.5	28.4	15.6	193,771	41,832	20,054	23,994	7,281	33,692	8,061
Mills	13.6	.0060	30.8	11.8	15.2	14.6	29.1	4.6	54,137	11,454	3,089	3,963	4,258	16,935	1,298
Mitchell	12.3	.0053	34.7	7.8	13.0	15.4	34.3	4.5	35,477	6,031	2,074	1,051	1,252	7,080	1,252
Monona	11.7	.0052	37.5	8.1	12.8	15.2	37.3	4.5	40,496	10,084	3,333	688	1,778	9,758	2,232
Monroe	9.2	.0040	37.1	9.0	12.2	15.1	37.0	3.5	29,804	8,520	1,562	1,206	373	10,906	1,045
Montgomery	13.5	.0059	38.0	8.7	12.3	15.3	37.7	5.3	52,173	14,537	3,790	6,381	1,444	9,793	2,124
Muscatine	40.7	.0178	30.2	11.8	16.8	14.8	27.0	14.4	254,405	45,080	21,091	11,654	8,042	66,839	8,131

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Sources:
Sales & Marketing Management 1980, "Survey of Buying Power" ABC One-Day Count June 30, 1980

The Des Moines Register and Tribune

Blankets Iowa

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IOWA (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
O'Brien	17.0	.0074	34.6	8.7	12.9	15.9	33.5	6.3	71,344	13,242	5,457	4,987	2,298	18,822	2,040
Osceola	8.4	.0037	34.6	8.5	12.0	15.8	33.8	3.1	20,989	3,379	2,211	287	614	3,809	528
Page	19.1	.0084	37.3	10.0	12.5	15.1	37.2	7.4	95,500	18,535	5,321	9,484	5,690	20,717	3,080
Palo Alto	12.7	.0055	33.9	9.6	11.9	15.7	33.0	4.7	45,427	9,543	4,000	661	814	9,325	1,274
Plymouth	24.9	.0109	30.3	12.4	13.4	15.2	28.5	8.6	108,390	27,888	7,026	5,424	2,490	24,467	1,532
Pocahontas	11.3	.0050	34.9	8.3	13.8	15.5	34.4	4.3	41,032	11,698	2,605	1,354	2,339	10,119	884
☐ Pottawattamie	86.6	.0379	29.6	11.9	16.4	16.7	24.5	31.2	352,236	79,442	42,626	52,378	9,046	74,999	13,441
Council Bluffs	56.1	.0246	29.1	12.8	17.3	15.4	24.4	20.7	300,991	70,480	30,523	52,155	8,469	70,233	12,145
Poweshiek	19.4	.0085	31.0	14.8	15.1	14.5	29.4	7.0	75,522	15,208	5,873	4,078	3,468	14,240	2,154
Ringgold	6.1	.0027	40.1	8.4	11.6	16.0	39.4	2.4	18,764	3,600	1,221	549	204	5,298	868
Sac	14.0	.0061	35.2	8.7	13.0	15.8	34.5	5.4	41,130	8,730	4,167	994	912	10,123	745
Shelby	15.0	.0065	32.5	9.0	13.5	15.8	30.8	5.3	45,704	8,571	3,888	5,554	652	10,200	1,534
Sioux	31.1	.0136	27.6	15.1	13.6	14.3	25.6	10.1	121,657	19,410	8,442	2,117	6,734	35,558	1,828
Story	73.0	.0320	24.0	33.2	16.3	11.0	17.7	24.2	313,626	56,351	40,195	49,151	15,194	60,108	4,472
Tama	19.5	.0085	34.6	8.9	13.8	15.5	34.0	7.1	49,545	8,248	5,730	2,396	1,922	12,670	905
Taylor	8.3	.0037	41.7	8.4	11.3	14.8	41.8	3.3	14,130	3,968	1,590	620	214	1,994	577
Union	13.9	.0060	34.9	10.3	13.9	13.9	35.9	5.4	60,989	19,229	4,733	6,171	1,608	10,733	1,314
Van Buren	8.7	.0039	38.3	8.0	13.6	14.7	38.6	3.2	16,418	3,346	1,679	341	303	1,140	614
Wapello	40.1	.0175	34.3	10.9	14.0	15.9	33.1	15.5	184,759	44,927	15,875	25,473	10,610	24,673	5,823
Washington	20.3	.0089	33.3	10.0	14.3	15.1	32.4	7.3	88,829	17,583	9,544	7,503	4,589	19,480	1,543
Wayne	8.2	.0036	43.3	8.2	10.8	15.0	43.3	3.3	19,511	4,591	1,078	660	96	1,517	576
Webster	45.8	.0201	31.1	12.4	15.1	16.0	28.1	17.0	255.089	38,849	17,162	45,159	15,853	58,993	3,701
Winnebago	13.0	.0056	32.8	12.3	13.7	14.1	33.0	4.9	44,625	8,289	4,024	3,217	2,212	11,624	1,512
Winneshiek	22.0	.0097	29.5	16.7	13.5	14.1	28.4	7.2	73,791	16,769	6,367	3,732	5,241	18,505	1,752
Worth	9.1	.0040	37.1	8.8	13.3	15.4	36.8	3.5	20,841	4,793	1,478	652	1,496	3,949	626
Wright	16.3	.0071	34.9	9.0	14.1	16.0	33.9	6.3	51,974	15,244	3,900	1,301	2,735	[illegible]	1,688
TOTAL METRO COUNTIES	**1,175.2**	**.5142**	**28.3**	**15.3**	**17.4**	**15.4**	**22.9**	**428.0**	**6,004,828**	**1,173,034**	**594,911**	**963,641**	**295,276**	**1,103,877**	**172,942**
TOTAL STATE	**2,924.5**	**1.2798**	**30.6**	**13.1**	**15.6**	**15.3**	**27.8**	**1,067.9**	**12,963,454**	**2,630,523**	**1,194,375**	**1,567,170**	**583,896**	**2,629,073**	**353,352**

IOWA
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
CEDAR RAPIDS	**1,469,330**	**22,392**	**3.8**	**9.9**	**29.2**	**41.3**	**.0812**
Linn	1,469,330	22,392	3.8	9.9	29.2	41.3	.0812
● Cedar Rapids	1,051,307	23,722	3.7	9.2	25.6	46.1	.0602
SUBURBAN TOTAL	418,023	20,297	4.1	11.4	36.2	31.5	.0210
DAVENPORT - ROCK ISLAND - MOLINE	**3,452,415**	**22,878**	**3.8**	**9.8**	**27.8**	**43.4**	**.1852**
Scott	1,429,947	23,051	3.8	9.7	27.4	44.0	.0793
● Davenport	922,049	22,038	4.3	10.5	27.6	41.1	.0529
Henry, Ill.	*486,343*	*21,736*	*4.3*	*11.1*	*27.2*	*40.4*	*.0252*
Rock Island, Ill.	*1,536,125*	*23,099*	*3.6*	*9.5*	*28.4*	*44.0*	*.0807*
● *Moline*	*464,903*	*23,467*	*3.9*	*9.5*	*26.8*	*45.6*	*.0284*
● *Rock Island*	*447,228*	*22,205*	*4.3*	*10.5*	*24.8*	*42.8*	*.0208*
SUBURBAN TOTAL	1,618,235	23,329	3.4	9.3	28.9	44.5	.0831
DES MOINES	**3,039,759**	**21,533**	**4.5**	**11.3**	**28.0**	**39.7**	**.1731**

IOWA

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IOWA (cont.)

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Polk	2,789,161	21,692	4.5	11.4	27.2	40.6	.1601
• Des Moines	1,748,274	20,073	5.2	12.5	27.1	36.7	1032
Warren	250,598	20,385	4.5	10.2	35.9	31.8	.0130
SUBURBAN TOTAL	1,291,485	23,300	3.6	9.5	29.4	44.3	.0699
DUBUQUE	**772,428**	**23,364**	**4.0**	**9.2**	**25.0**	**45.1**	**.0441**
Dubuque	772,428	23,364	4.0	9.2	25.0	45.1	.0441
• Dubuque	546,565	24,121	4.0	8.7	23.2	47.3	0338
SUBURBAN TOTAL	225,863	21,749	4.0	10.5	29.3	40.1	.0103
IOWA CITY	**608,669**	**16,887**	**5.9**	**15.6**	**29.0**	**26.8**	**.0363**
Johnson	608,669	16,887	5.9	15.6	29.0	26.8	.0363
• Iowa City	391,440	16,373	6.3	15.5	26.1	27.9	0247
SUBURBAN TOTAL	217,229	17,576	5.3	15.8	33.6	25.2	.0116
SIOUX CITY	**929,877**	**19,071**	**5.4**	**12.4**	**28.3**	**33.1**	**.0528**
Woodbury	799,019	18,864	5.5	12.6	28.1	32.8	.0455
• Sioux City	643,835	18,937	5.6	12.4	28.9	32.0	0385
Dakota, Neb.	*130,858*	*20,194*	*4.7*	*11.5*	*29.7*	*35.4*	*.0073*
SUBURBAN TOTAL	286,042	19,420	4.9	12.6	26.9	35.6	.0143
WATERLOO - CEDAR FALLS	**1,188,335**	**22,264**	**4.5**	**9.9**	**28.0**	**41.5**	**.0679**
Black Hawk	1,188,335	22,264	4.5	9.9	28.0	41.5	.0679
• Cedar Falls	299,543	23,036	4.6	9.7	26.7	43.8	0205
• Waterloo	676,998	21,693	4.9	10.1	27.5	40.0	0385
SUBURBAN TOTAL	211,794	23,004	3.3	9.3	31.4	43.4	.0089
OTHER COUNTIES							
Adair	72,685	15,410	6.7	18.4	27.5	23.8	.0041
Adams	38,605	14,738	9.0	14.6	27.9	21.4	.0019
Allamakee	103,690	15,094	7.4	15.8	26.6	23.6	.0059
Appanoose	103,474	13,620	7.5	16.7	24.7	20.8	.0062
Audubon	67,664	16,840	6.3	14.8	27.0	28.6	.0035
Benton	195,275	19,125	5.0	12.7	28.0	34.2	.0096
Boone	207,071	18,146	5.7	13.7	29.1	30.8	.0106
Bremer	198,903	19,774	5.2	11.8	27.9	35.3	.0102
Buchanan	173,489	18,746	5.1	14.3	28.7	32.3	.0088
Buena Vista	178,481	19,016	5.4	12.9	25.5	35.9	.0098
Butler	142,929	19,317	5.9	14.6	27.0	34.6	.0067
Calhoun	105,347	17,262	6.0	13.4	26.1	30.4	.0056
Carroll	177,246	19,071	5.2	13.4	29.0	33.6	.0105
Cass	152,872	19,339	5.5	13.0	26.4	35.8	.0086
Cedar	167,572	21,148	4.7	11.2	27.4	40.0	.0081
Cerro Gordo	407,653	19,552	5.3	11.9	28.8	33.7	.0240
Cherokee	129,112	18,385	6.0	15.2	27.4	32.0	.0076
Chickasaw	109,856	17,831	6.0	13.7	27.1	29.9	.0059
Clarke	69,865	16,071	5.9	13.6	22.7	30.1	.0041
Clay	199,315	22,148	4.9	12.5	22.2	43.6	.0107
Clayton	145,557	16,408	6.2	13.9	26.8	27.1	.0077
Clinton	463,199	20,914	4.2	11.8	30.0	37.0	.0262
Crawford	127,834	16,548	5.7	16.3	27.6	27.4	.0077
Dallas	254,416	21,512	4.7	10.1	25.4	40.6	.0129
Davis	57,276	14,059	7.3	15.8	26.0	21.1	.0033
Decatur	47,348	10,092	9.2	17.4	23.4	9.6	.0029
Delaware	146,271	19,870	5.5	12.3	25.4	36.6	.0077
Des Moines	360,414	18,518	5.2	13.6	30.2	30.8	.0211
Dickinson	123,163	17,267	5.8	13.4	28.9	28.4	.0073
Emmet	91,066	16,254	5.2	14.8	31.2	22.6	.0054
Fayette	168,329	15,860	5.8	15.0	29.8	22.7	.0097
Floyd	164,598	20,727	4.5	10.6	28.2	37.6	.0089
Franklin	106,569	17,988	5.0	13.7	30.1	29.8	.0055
Fremont	73,813	17,485	5.3	13.8	26.3	31.0	.0034
Greene	113,058	19,941	5.4	11.0	23.0	38.6	.0053
Grundy	123,408	19,968	4.3	12.2	31.9	35.2	.0059
Guthrie	85,908	16,667	6.1	13.6	29.3	25.8	.0042
Hamilton	130,978	17,000	5.5	15.0	31.0	25.7	.0072
Hancock	111,648	19,423	5.7	11.9	28.2	33.9	.0055
Hardin	175,970	18,570	5.6	13.3	28.8	31.7	.0097
Harrison	121,086	17,145	6.5	12.9	26.9	29.5	.0071
Henry	154,039	20,154	5.0	13.2	25.3	37.7	.0082
Howard	86,205	15,752	6.7	12.6	22.1	29.7	.0044
Humboldt	106,427	20,490	5.3	10.9	28.7	36.6	.0054
Ida	91,202	22,609	4.9	11.1	24.0	43.8	.0041
Iowa	101,129	15,676	7.0	18.2	31.1	21.3	.0062
Jackson	156,069	17,356	6.3	13.2	30.6	26.8	.0084
Jasper	301,397	20,153	4.6	11.5	30.2	35.2	.0160
Jefferson	126,119	18,632	4.6	13.7	26.8	32.5	.0068
Jones	143,692	17,491	6.1	13.9	28.2	29.6	.0076
Keokuk	98,141	16,573	6.0	12.8	25.5	29.0	.0051
Kossuth	187,851	21,025	4.1	10.9	28.8	38.3	.0104
Lee	312,160	18,127	5.2	12.2	32.2	28.3	.0192
Louisa	88,987	19,411	5.2	10.8	29.7	33.5	.0045
Lucas	89,247	17,851	6.4	12.0	23.2	33.6	.0046
Lyon	93,001	15,982	6.7	17.8	25.6	28.0	.0049
Madison	90,213	17,121	5.5	14.8	28.1	27.8	.0050
Mahaska	158,125	15,632	6.5	14.2	25.5	26.3	.0092
Marion	232,400	19,018	5.4	12.1	28.9	32.8	.0119
Marshall	337,618	19,854	5.0	11.8	30.7	33.4	.0190
Mills	112,294	20,023	4.2	13.7	26.1	36.1	.0059
Mitchell	89,045	16,458	6.6	15.8	28.0	26.6	.0046
Monona	99,041	17,647	5.9	13.6	24.9	32.6	.0051
Monroe	61,299	15,388	5.5	12.2	27.8	23.2	.0034
Montgomery	122,024	18,772	5.2	10.9	24.4	36.1	.0061
Muscatine	330,106	21,259	4.1	11.0	27.5	38.9	.0206
O'Brien	124,230	17,375	6.2	14.0	31.1	26.6	.0072
Osceola	56,353	14,772	7.5	17.7	29.7	19.5	.0029
Page	144,834	16,341	6.3	14.2	26.7	27.4	.0087
Palo Alto	100,225	17,656	5.0	15.9	29.2	29.3	.0053
Plymouth	177,821	18,273	5.4	13.1	28.7	30.8	.0105
Pocahontas	86,663	16,827	6.3	15.5	28.2	27.9	.0045
☐ Pottawattamie	664,369	19,502	4.4	13.0	31.3	33.0	.0368
Council Bluffs	446,320	19,703	4.3	12.8	30.6	34.3	.0266
Poweshiek	181,673	19,990	5.5	12.9	27.1	37.7	.0091
Ringgold	44,508	14,712	7.7	16.3	24.9	24.3	.0025
Sac	111,503	17,012	5.0	15.1	28.5	27.8	.0054
Shelby	108,623	17,722	4.9	14.2	28.0	30.9	.0057
Sioux	211,853	18,618	6.0	14.3	29.3	30.4	.0125
Story	984,089	19,469	5.8	13.2	26.8	35.3	.0322
Tama	157,019	19,903	5.0	11.2	26.9	36.3	.0076
Taylor	55,565	13,076	6.8	14.1	27.5	17.0	.0026
Union	96,413	15,288	6.5	15.5	26.3	24.5	.0058
Van Buren	56,203	13,922	7.1	15.2	23.4	23.7	.0028
Wapello	307,043	18,104	5.0	11.6	29.3	29.3	.0177
Washington	163,334	19,461	5.7	12.5	28.3	35.1	.0091
Wayne	51,834	12,262	7.1	15.3	22.5	18.4	.0027
Webster	369,087	19,285	5.2	13.1	29.5	33.4	.0221
Winnebago	89,985	15,524	7.1	19.3	30.4	21.4	.0050
Winneshiek	158,632	17,021	6.4	16.3	28.5	27.6	.0087
Worth	69,773	17,351	5.5	14.8	27.7	27.7	.0033
Wright	162,171	19,407	5.6	11.7	26.1	36.3	.0075
TOTAL METRO COUNTIES	**9,971,856**	**21,366**	**4.5**	**11.1**	**28.2**	**39.1**	**.5642**
TOTAL STATE	**23,602,134**	**19,534**	**5.1**	**12.4**	**28.1**	**34.6**	**1.3092**

KANSAS

KANS.

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAWRENCE	**68.4**	**.0299**	**24.2**	**33.0**	**17.5**	**11.4**	**17.2**	**24.4**	**265,646**	**49,709**	**26,341**	**31,765**	**8,957**	**46,951**	**7,233**
Douglas	68.4	.0299	24.2	33.0	17.5	11.4	17.2	24.4	265,646	49,709	26,341	31,765	8,957	46,951	7,233
• Lawrence	53.3	.0233	23.7	37.5	17.5	10.6	15.1	19.1	243,714	45,897	25,531	31,601	8,722	42,513	6,213
SUBURBAN TOTAL	15.1	.0066	28.7	16.7	17.5	14.2	24.9	5.3	21,932	3,812	810	164	235	4,438	1,020

KANS. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
TOPEKA	**186.1**	**.0815**	**30.2**	**13.5**	**17.1**	**15.8**	**26.0**	**70.7**	**828,846**	**173,083**	**77,000**	**116,525**	**32,104**	**176,916**	**28,298**
Jefferson	15.5	.0068	33.2	9.3	16.3	15.1	31.9	5.4	23,293	4,081	1,530	122	486	4,629	441
Osage	15.5	.0068	35.5	8.7	14.6	14.7	35.8	5.7	34,872	13,088	1,720	222	1,415	7,981	970
Shawnee	155.1	.0679	29.5	14.4	17.4	15.9	24.5	59.6	770,681	155,914	73,750	116,181	30,203	164,306	26,887
• Topeka	114.6	.0502	30.1	14.6	17.2	15.1	26.4	46.7	749,720	152,938	72,424	116,036	29,657	162,796	26,854
SUBURBAN TOTAL	71.5	.0313	30.4	11.7	17.2	16.8	25.3	24.0	79,126	20,145	4,576	489	2,447	14,120	1,444
WICHITA	**413.5**	**.1809**	**29.0**	**14.1**	**17.6**	**16.7**	**22.7**	**156.5**	**2,089,736**	**362,621**	**233,211**	**300,489**	**95,801**	**463,137**	**42,217**
Butler	45.3	.0198	32.1	11.8	15.8	16.7	28.6	16.4	162,724	40,647	16,865	4,855	13,008	48,146	3,472
Sedgwick	368.2	.1611	28.7	14.4	17.7	16.7	22.1	140.1	1,927,012	321,974	216,346	295,634	82,793	414,991	38,745
• Wichita	279.7	.1224	29.2	15.0	17.2	16.2	23.8	112.1	1,693,030	265,880	204,438	285,782	75,674	354,017	37,211
SUBURBAN TOTAL	133.8	.0585	28.6	12.3	17.8	17.9	20.7	44.4	396,706	96,741	28,773	14,707	20,127	109,120	5,006
OTHER COUNTIES															
Allen	15.7	.0069	38.0	9.2	12.2	14.5	38.4	6.1	53,664	12,691	9,548	6,172	1,455	6,505	489
Anderson	8.8	.0039	38.6	8.3	12.3	14.0	39.3	3.3	18,569	4,939	1,998	370	1,301	3,071	419
Atchison	18.3	.0080	30.4	15.4	14.0	13.6	29.9	6.3	55,449	12,829	4,002	4,312	1,056	13,198	1,905
Barber	6.5	.0028	38.7	8.0	12.9	16.7	37.5	2.6	22,208	4,769	849	518	870	6,218	1,132
Barton	31.5	.0138	32.1	10.3	15.4	17.0	28.5	12.0	182,478	33,747	14,421	26,477	7,653	48,348	2,103
Bourbon	16.0	.0070	38.9	11.1	11.9	14.0	39.6	6.5	62,627	14,330	4,587	6,165	2,311	16,912	972
Brown	12.0	.0053	41.0	8.0	12.1	13.8	41.7	4.7	31,835	9,018	1,925	1,694	1,081	8,074	938
Chase	3.3	.0014	43.1	8.4	11.4	13.9	43.6	1.3	9,828	1,728	383		116	442	179
Chautauqua	5.1	.0023	49.5	6.2	10.9	13.5	49.5	2.1	10,326	2,465	739	481		2,406	677
Cherokee	22.4	.0098	35.0	10.5	14.6	14.2	35.8	8.6	54,013	21,558	5,084	1,010	2,009	9,960	2,148
Cheyenne	3.6	.0015	39.3	7.6	12.7	17.7	37.3	1.5	8,817	2,858	857	103	404	2,351	176
Clark	2.6	.0012	43.6	5.0	12.8	16.2	43.2	1.0	7,452	1,102	167		445	[illegible]	235
Clay	9.8	.0043	40.9	7.9	11.8	14.9	40.9	3.9	32,161	5,556	2,161	1,047	1,313	8,231	244
Cloud	12.4	.0054	37.5	12.5	12.0	13.2	38.9	4.8	49,733	10,127	3,773	3,354	2,149	11,615	1,032
Coffey	9.6	.0042	43.9	7.5	11.3	13.0	44.7	3.6	22,680	4,696	1,376	1,781	1,485	6,601	749
Comanche	2.6	.0011	43.5	8.4	12.2	14.0	44.0	1.0	7,609	2,007	352	187	115	1,142	278
Cowley	37.1	.0163	34.3	12.7	14.3	14.9	34.1	14.1	136,197	32,493	9,800	12,464	5,327	29,233	6,015
Crawford	38.0	.0166	33.9	17.5	12.7	12.5	36.1	15.4	132,003	35,097	13,673	20,627	8,033	19,623	2,649
Decatur	4.5	.0020	41.3	7.0	10.4	16.6	40.4	1.8	17,448	3,836	1,537	179	1,013	2,701	239
Dickinson	20.2	.0088	35.8	9.6	13.3	14.5	36.3	7.8	64,165	14,263	3,833	3,945	987	12,441	1,257
Doniphan	9.3	.0041	33.4	12.2	13.1	14.3	33.7	3.4	23,897	5,700	1,280	251	357	1,738	210
Edwards	4.3	.0019	39.1	6.7	12.9	14.3	39.6	1.7	14,251	3,177	1,785	610	641	3,969	198
Elk	3.9	.0017	50.3	6.5	10.1	12.9	50.5	1.7	5,697	1,079	364	49	32	1,854	294
Ellis	26.2	.0115	24.1	26.6	14.0	12.6	19.9	9.4	163,310	31,940	18,095	18,520	10,185	36,057	3,713
Ellsworth	6.7	.0029	42.3	7.1	11.6	15.0	42.3	2.7	19,364	5,415	1,590	486	509	2,611	261
Finney	24.3	.0106	26.2	13.3	16.5	15.1	20.3	8.4	151,713	31,556	9,879	19,334	7,779	40,913	1,373
Ford	24.5	.0108	29.3	13.8	16.4	14.8	25.9	8.9	138,548	27,359	12,993	18,989	9,163	27,341	1,164
Franklin	22.0	.0096	33.3	11.7	15.1	13.9	33.5	8.2	72,087	17,819	4,596	4,352	2,235	11,636	2,382
Geary	30.2	.0132	21.8	25.4	14.3	10.6	13.4	10.2	98,235	18,392	12,093	15,948	5,629	20,551	835
Gove	3.7	.0016	32.9	7.8	14.5	15.8	31.1	1.4	15,624	1,444	2,185	1,948	861	2,401	438
Graham	3.9	.0017	33.4	8.2	15.5	16.5	31.0	1.5	18,050	3,747	571	46	339	5,460	523
Grant	7.1	.0031	27.0	10.5	18.1	16.1	19.4	2.4	34,505	7,072	2,164	3,951	1,010	10,928	706
Gray	5.2	.0023	31.5	8.7	15.5	15.1	29.4	1.8	21,373	6,762	576	175	461	6,929	1,144
Greeley	1.9	.0008	32.4	7.0	15.5	16.7	29.3	.7	4,268	926	356			574	
Greenwood	8.7	.0039	42.8	7.6	11.7	14.6	43.0	3.6	26,210	6,237	1,561	920	518	4,534	584
Hamilton	2.5	.0010	35.7	7.5	13.8	16.8	34.0	1.0	8,836	1,810	640	534	247	3,169	453
Harper	7.8	.0035	42.9	7.1	12.1	15.6	42.6	3.3	26,431	4,324	2,372	2,136	1,520	7,121	1,233
Harvey	30.8	.0134	32.0	13.0	15.7	15.1	30.2	11.1	104,503	24,341	9,616	5,977	2,280	16,645	2,865
Haskell	3.8	.0017	27.5	10.9	17.0	17.0	20.2	1.3	6,127	2,178	573			105	711
Hodgeman	2.2	.0010	35.4	7.7	12.7	17.4	33.1	.9	2,816	667	365	44	37	340	41
Jackson	11.8	.0051	34.9	8.6	14.5	14.5	35.3	4.2	45,682	7,441	1,741	1,035	653	19,023	873
Jewell	5.2	.0023	43.3	6.7	10.8	15.3	43.2	2.1	7,427	1,419	1,086	260	216	1,544	108
☐ Johnson	274.4	.1201	29.7	10.9	20.8	19.5	19.5	100.0	1,707,268	217,046	146,337	353,988	101,215	361,408	34,282
Overland Park	82.1	.0359	28.9	9.8	23.1	21.5	14.5	29.1	810,609	61,439	54,591	263,230	26,269	180,923	13,226
Kearny	3.5	.0015	29.2	9.6	15.4	16.9	24.2	1.2	7,384	2,498	533		218	1,560	582
Kingman	9.0	.0040	37.5	7.7	12.0	16.1	35.6	3.4	25,883	8,612	2,209	1,072	1,141	6,742	577

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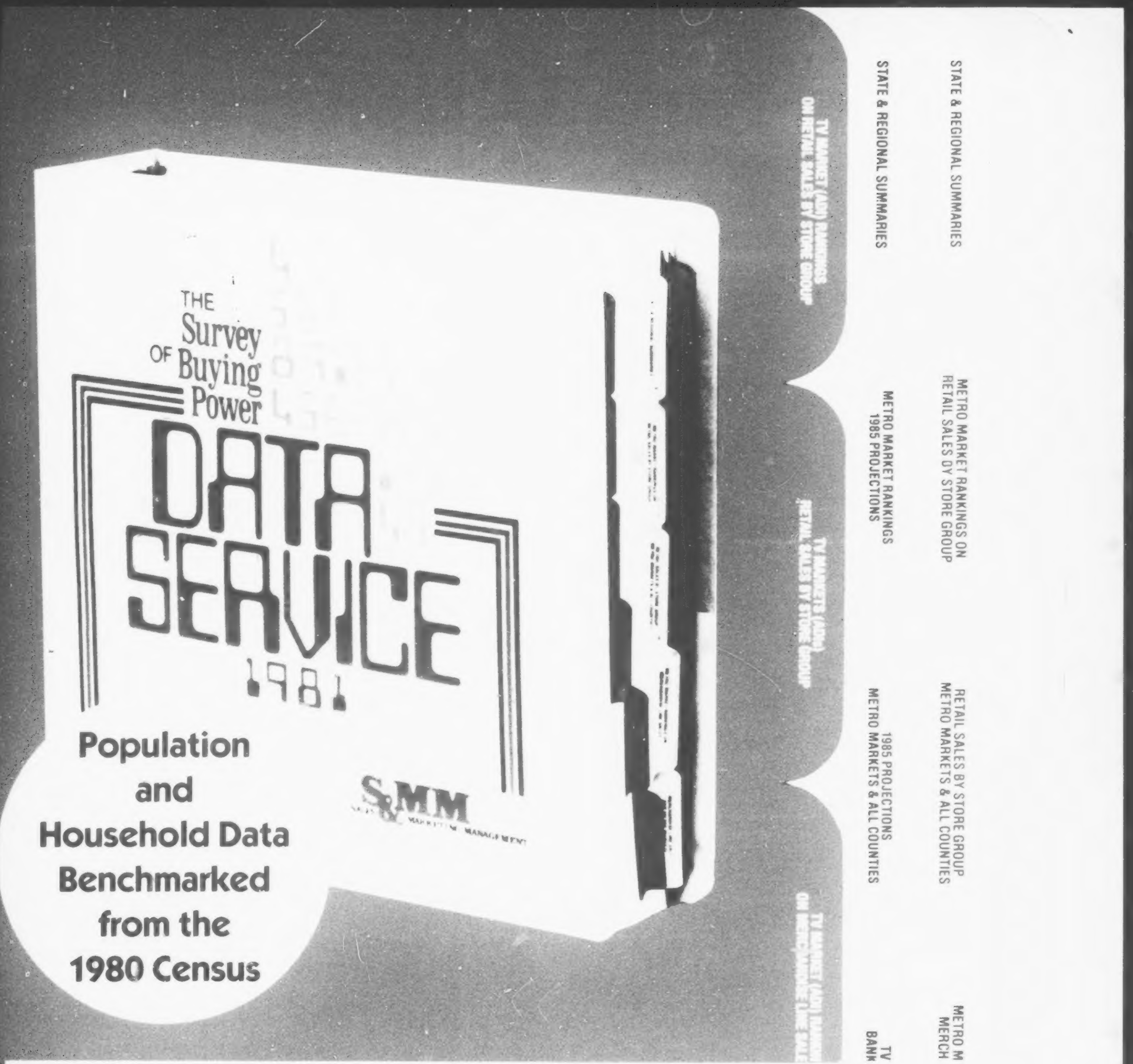
THE Survey OF Buying Power
DATA SERVICE
1981
S&MM
SALES & MARKETING MANAGEMENT
Population and Household Data Benchmarked from the 1980 Census
STATE & REGIONAL SUMMARIES
STATE & REGIONAL SUMMARIES
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RETAIL SALES BY STORE GROUP METRO MARKETS & ALL COUNTIES
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And Value Of The Information Incredibly Valuable Marketing Tool!

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1980 Estimates, 1977 Census of Retail Trade, Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Sleep Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, Toiletries.

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Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Furniture and Home Furnishing Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

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Total Retail Sales, Food Stores, Supermarkets, Eating and Drinking Places, General Merchandise Stores, Department Stores, Apparel and Accessories Stores, Furniture/Home Furnishings/Appliance Stores, Automotive Dealers, Gasoline Service Stations, Building Materials and Hardware Dealers, Drug Stores.

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Groceries and Other Foods, Drugs and Other Health Aids, Furniture and Other Sleep Equipment, Major Household Appliances, Radio/TV/Musical Instruments, Men's and Boys' Clothing, Women's and Girls' Clothing, Footwear, and Toiletries.

Here are just some of the users and uses for the information found in the new DATA SERVICE.

1 MARKETING/PRODUCT MANAGEMENT

define market potential
evaluate sales performance
determine distribution pattern
examine weaknesses & strengths in relation to existing market
develop index of product demand
determine product potentials
select markets, strategy, & ad support for new products
create buying power indexes for special products

2 SALES MANAGEMENT

map sales territories
set quotas
set objectives for branches, dealers, distributors, wholesalers & retailers
analyze sales variations
route sales force—rate its efficiency
compare potentials/travel time
spot performance weaknesses
modernize sales organization

3 ADVERTISING/MEDIA

set budgets—allocate advertising dollars—spot media decisions
city, country, metro areas
analyze TV markets (ADI's)
compare media coverage/market size
select test markets
apply advertising pressure where needed
check ad results against potential sales

4 MARKET ANALYSIS

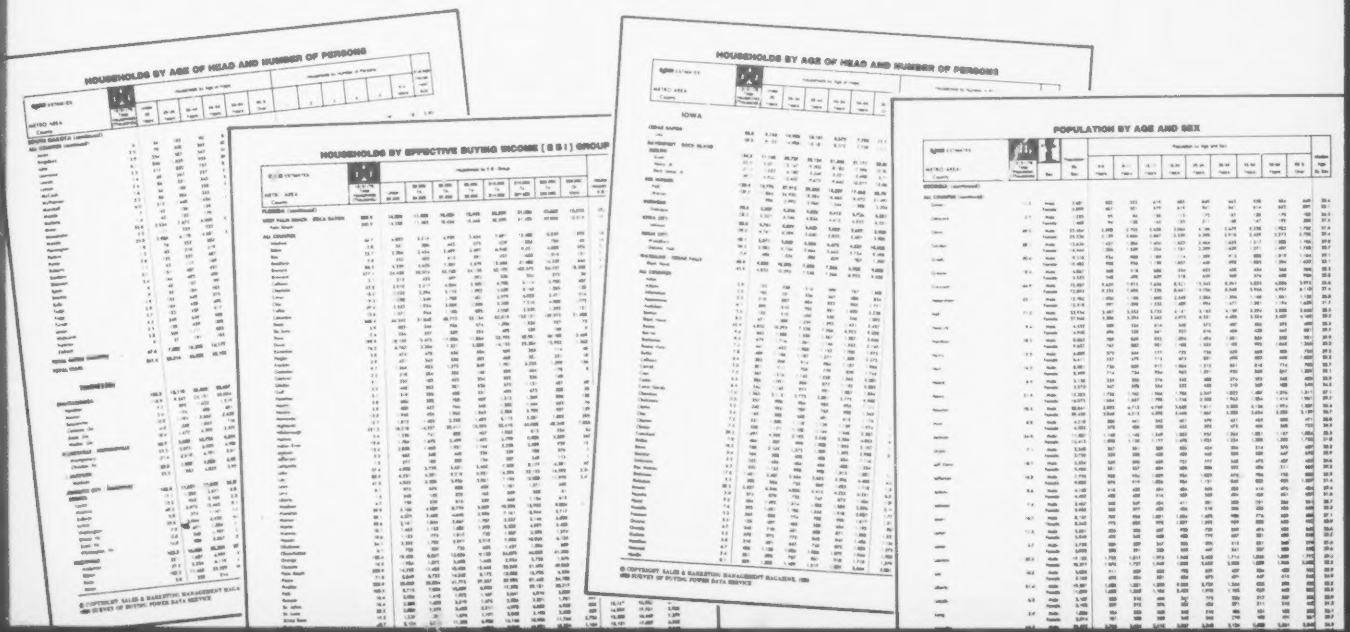
check year-to-year changes
spot high income concentrations
relate household incomes to price tags
trace population shifts—review market changes
choose market by demographics
forecast regional and national totals
differentiate markets by retail sales price
select quality markets

The brand new completely updated and expanded 1981 **Survey of Buying Power DATA SERVICE** will be released in three sections

SECTION I
DEMOGRAPHIC AND ECONOMIC DATA
Issued August 1981
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION II
RETAIL SALES DATA
Issued September 1981
AREAS COVERED: All Countries, Metropolitan Areas, Standard Consolidated Areas, States.

SECTION III
PROJECTIONS AND SUMMARIES FOR TV MARKETS
Issued October 1981
Metropolitan and non-Metropolitan Areas



HOUSEHOLDS BY AGE OF HEAD AND NUMBER OF PERSONS

HOUSEHOLDS BY EFFECTIVE BUYING INCOME (EBI) GROUP

HOUSEHOLDS BY AGE OF HEAD AND NUMBER OF PERSONS

POPULATION BY AGE AND SEX

KANS. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Kiowa	4.0	.0017	39.2	8.3	11.6	17.4	37.5	1.6	14,879	2,737	2,279	722	754	3,166	386
Labette	25.7	.0112	35.1	10.7	13.5	14.0	36.1	9.8	89,605	23,008	5,122	6,448	3,522	21,537	3,901
Lane	2.5	.0011	34.7	7.6	14.6	17.0	32.6	1.0	6,283	2,078	432	116	161	1,496	27
Leavenworth	55.1	.0242	30.2	13.1	18.1	18.4	22.9	17.3	141,601	34,397	11,446	18,407	7,372	29,560	3,360
Lincoln	4.1	.0018	45.4	6.0	10.8	15.5	45.3	1.7	11,596	2,968	583	921	581	2,239	154
Linn	8.3	.0036	42.4	7.5	11.9	14.0	42.9	3.2	18,443	5,791	1,200	180	393	5,727	542
Logan	3.5	.0015	33.1	9.1	15.0	16.4	30.7	1.4	15,345	4,592	800	1,482	370	3,511	361
Lyon	35.4	.0155	24.9	26.8	13.8	10.8	25.2	13.3	138,752	24,795	15,965	24,862	7,108	28,513	2,607
McPherson	27.1	.0119	33.4	14.7	13.9	15.0	32.7	10.0	91,822	23,321	10,466	4,672	3,303	15,885	1,894
Marion	13.5	.0059	39.4	10.1	12.2	14.7	39.6	5.2	40,635	10,284	2,650	1,026	1,988	7,788	852
Marshall	12.6	.0055	40.9	7.0	10.8	14.0	41.5	5.0	46,737	8,764	2,005	1,831	7,619	9,145	2,267
Meade	4.8	.0021	35.7	7.6	13.8	18.0	32.9	1.8	9,998	2,932	462	209	446	3,131	163
Miami	21.8	.0095	34.3	9.0	14.5	15.3	33.7	7.7	62,378	19,720	3,445	2,604	2,665	12,246	1,307
Mitchell	8.1	.0036	39.4	8.9	11.9	13.6	40.4	3.2	38,613	5,355	2,560	2,416	1,725	10,716	461
Montgomery	42.6	.0186	36.9	10.3	13.4	14.8	37.1	16.6	186,571	41,009	10,871	20,059	6,958	42,040	5,205
Morris	6.4	.0028	41.8	7.3	11.9	14.6	42.0	2.6	16,460	3,421	1,456	587	543	4,396	89
Morton	3.4	.0015	29.7	9.9	18.5	17.4	22.7	1.2	11,068	3,625	495	154	240	4,436	81
Nemaha	11.2	.0049	37.6	7.1	11.9	14.7	37.8	4.1	28,041	7,257	1,721	1,336	1,122	7,132	627
Neosho	19.0	.0083	35.5	9.8	14.0	13.9	36.7	7.3	90,130	16,739	8,421	10,234	4,562	25,077	1,674
Ness	4.5	.0020	39.4	6.6	12.7	15.9	38.8	1.8	12,296	3,115	1,055	63	237	3,725	212
Norton	6.6	.0029	38.8	7.9	14.0	15.1	38.7	2.6	24,436	4,851	1,669	1,694	1,487	5,524	417
Osborne	5.9	.0026	44.9	6.5	10.2	14.9	45.0	2.4	17,039	3,123	1,106	275	729	2,386	266
Ottawa	6.0	.0026	40.5	7.5	13.1	14.6	40.7	2.3	16,294	3,179	953	416	399	6,295	237
Pawnee	8.0	.0035	37.7	8.7	13.6	15.4	37.3	3.1	31,279	7,223	2,874	6,730	1,183	5,966	554
Phillips	7.4	.0032	38.5	8.2	13.2	15.1	38.4	2.9	24,416	6,905	1,689	609	1,597	5,461	710
Pottawatomie	15.0	.0066	33.6	10.0	13.9	13.9	34.1	5.5	35,429	9,861	2,779	827	1,220	8,167	1,391
Pratt	10.3	.0045	36.5	10.4	13.5	15.5	36.1	4.1	49,800	13,021	3,771	5,536	2,210	9,577	983
Rawlins	4.1	.0018	37.7	7.5	11.9	16.3	36.6	1.6	8,504	1,897	412	485	310	2,468	312
Reno	65.3	.0286	31.6	12.7	15.9	15.3	29.2	24.8	309,547	69,356	29,326	38,850	15,522	50,923	9,453
Republic	7.5	.0032	44.6	6.6	11.7	15.0	44.6	3.1	16,790	5,136	1,804	910	870	2,377	994
Rice	11.9	.0053	36.4	11.1	12.9	14.5	36.8	4.6	30,471	7,711	2,564	823	813	5,202	1,167
Riley	64.1	.0280	23.0	40.2	16.6	9.2	12.7	19.7	201,419	37,632	31,999	32,262	12,465	27,306	2,415
Rooks	7.0	.0031	35.9	9.1	12.4	15.0	36.0	2.7	19,986	4,809	1,420	258	956	1,592	599
Rush	4.5	.0019	42.0	7.5	11.1	17.1	40.9	1.8	11,133	1,742	1,065	83	371	1,177	311
Russell	8.9	.0039	39.1	8.1	12.8	16.7	37.8	3.6	36,181	7,963	2,817	2,351	1,063	12,134	628
Saline	49.1	.0215	29.8	12.8	17.8	15.6	25.2	18.9	263,649	54,677	24,323	32,576	14,052	61,006	3,967
Scott	5.8	.0026	30.2	9.3	17.1	15.6	26.2	2.1	27,533	5,752	2,078	3,587	2,009	5,046	697
Seward	17.2	.0075	28.3	12.4	17.6	17.1	21.0	6.2	116,499	24,941	8,669	14,318	7,366	26,764	1,513
Sheridan	3.5	.0015	32.9	7.9	12.7	17.0	30.4	1.3	8,104	1,925	295	352	414	876	304
Sherman	7.7	.0034	30.6	12.4	14.9	15.2	28.2	2.9	40,731	8,009	3,281	2,825	1,870	9,213	1,389
Smith	5.9	.0026	43.6	6.5	11.6	15.6	43.3	2.4	20,280	7,874	811	1,361	283	4,095	367
Stafford	5.5	.0024	45.7	5.5	11.1	15.0	45.6	2.3	16,853	4,792	1,067	387	371	3,217	561
Stanton	2.3	.0010	28.8	9.1	18.2	18.1	20.7	.8	5,356	2,358	247		75	487	76
Stevens	4.8	.0021	30.6	9.8	16.2	16.6	26.2	1.7	15,170	4,868	720	795	118	2,311	595
Sumner	25.1	.0110	35.4	9.5	13.5	15.5	34.9	9.5	60,411	16,256	5,483	4,388	3,664	10,588	2,714
Thomas	8.5	.0037	30.7	14.1	14.5	14.8	29.0	3.1	46,105	11,222	4,292	2,545	1,256	8,750	893
Trego	4.1	.0018	37.9	7.1	12.2	16.3	36.9	1.6	16,316	3,261	1,302	381	67	1,694	631
Wabaunsee	6.9	.0030	38.5	8.2	13.2	14.7	38.7	2.5	8,531	1,121	1,795	42	240	333	90
Wallace	2.0	.0009	31.2	9.2	15.1	15.3	28.9	.7	7,401	2,680	47		45	1,528	25
Washington	8.5	.0037	42.8	7.1	11.2	14.1	43.2	3.3	18,950	4,636	1,564	811	1,265	1,371	143
Wichita	3.0	.0013	27.6	10.3	17.4	15.3	21.9	1.1	13,088	2,774	815	116	241	6,331	66
Wilson	12.2	.0054	40.5	8.4	11.7	14.3	40.9	4.8	25,271	8,690	1,297	1,442	616	3,853	1,130
Woodson	4.6	.0020	46.6	6.8	10.3	14.0	46.9	1.8	10,615	2,232	774	122	187	3,202	
☐ Wyandotte	171.2	.0749	29.6	13.1	17.0	15.5	25.4	63.6	772,253	176,793	70,028	111,182	20,769	190,902	13,507
Kansas City	160.3	.0702	29.7	13.2	16.9	15.1	25.9	60.0	737,573	167,426	68,662	110,444	20,668	176,866	11,272
TOTAL METRO COUNTIES	**1,113.6**	**.4873**	**29.1**	**14.2**	**18.1**	**16.7**	**22.6**	**415.2**	**5,663,749**	**979,252**	**552,917**	**913,949**	**258,846**	**1,239,314**	**125,537**
TOTAL STATE	**2,374.9**	**1.0394**	**30.6**	**13.8**	**16.0**	**15.6**	**27.4**	**885.7**	**10,310,072**	**2,029,661**	**951,547**	**1,358,058**	**471,003**	**2,221,705**	**232,409**

KANS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAWRENCE	**503,361**	**17,024**	**6.4**	**14.5**	**28.3**	**27.6**	**.0282**
Douglas	503,361	17,024	6.4	14.5	28.3	27.6	.0282
• Lawrence	399,022	16,784	6.6	14.2	27.6	27.6	.0232
SUBURBAN TOTAL	104,339	17,837	5.3	15.6	30.8	27.7	.0050
TOPEKA	**1,586,669**	**19,896**	**4.8**	**13.1**	**29.3**	**35.1**	**.0858**

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Jefferson	90,620	14,773	5.8	17.3	31.7	17.6	.0046
Osage	98,793	14,938	6.3	14.6	29.5	20.4	.0052
Shawnee	1,397,256	20,927	4.6	12.6	29.0	38.1	.0760
• Topeka	1,072,942	20,401	4.9	13.1	28.2	37.0	.0629
SUBURBAN TOTAL	513,727	19,041	4.7	13.2	31.0	31.6	.0229

KANS. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
WICHITA	**4,080,960**	**23,043**	**3.9**	**10.0**	**27.5**	**44.5**	**.2136**
Butler	390,724	21,698	4.1	9.5	29.5	40.0	.0198
Sedgwick	3,690,236	23,216	3.8	10.0	27.3	45.1	.1938
● Wichita	2,906,128	22,818	4.0	10.4	26.6	44.2	.1572
SUBURBAN TOTAL	1,174,832	23,519	3.4	8.7	29.9	45.4	.0564
OTHER COUNTIES							
Allen	111,018	15,384	6.8	14.7	27.6	23.4	.0061
Anderson	51,494	13,348	7.9	16.6	28.2	16.2	.0029
Atchison	126,766	16,703	6.1	15.1	25.5	28.7	.0067
Barber	58,434	19,579	4.0	11.4	33.6	32.7	.0029
Barton	294,177	21,676	4.1	10.7	31.1	38.2	.0165
Bourbon	102,330	12,382	7.1	17.1	24.9	15.8	.0062
Brown	78,246	13,572	6.4	15.5	26.6	19.2	.0041
Chase	18,775	11,866	8.8	21.6	23.6	14.4	.0011
Chautauqua	34,766	13,057	5.5	15.1	25.4	18.1	.0018
Cherokee	147,278	14,420	5.9	14.6	24.4	23.8	.0076
Cheyenne	26,436	15,281	7.5	20.3	31.3	19.8	.0014
Clark	17,228	14,277	7.5	19.7	27.1	19.5	.0009
Clay	78,298	17,054	5.4	14.8	29.0	27.6	.0040
Cloud	96,197	16,553	6.0	14.1	27.1	27.8	.0054
Coffey	67,050	14,432	6.4	15.4	22.3	26.0	.0033
Comanche	14,632	11,623	7.8	24.8	19.6	13.4	.0008
Cowley	298,724	18,706	5.0	13.4	29.3	31.4	.0158
Crawford	265,500	13,880	7.1	15.1	25.5	21.2	.0148
Decatur	34,547	16,034	4.3	15.1	28.8	24.4	.0018
Dickinson	163,870	16,779	6.4	16.0	27.4	28.2	.0083
Doniphan	57,756	14,639	6.8	15.6	28.2	20.6	.0031
Edwards	37,679	20,157	5.9	13.5	28.3	35.7	.0018
Elk	26,754	11,742	9.4	19.1	21.5	16.8	.0013
Ellis	261,601	23,462	4.8	12.3	22.1	46.7	.0146
Ellsworth	52,172	16,805	5.7	16.4	28.7	26.9	.0026
Finney	222,615	23,405	3.6	8.2	27.3	45.5	.0130
Ford	190,783	18,616	4.9	14.0	33.4	29.4	.0117
Franklin	182,619	18,520	5.3	13.7	23.7	35.5	.0091
Geary	207,983	15,138	8.1	20.4	29.4	21.1	.0115
Gove	34,858	18,634	5.6	14.6	25.0	35.4	.0017
Graham	35,749	18,696	4.9	15.7	27.4	35.1	.0019
Grant	66,939	24,541	2.1	7.9	31.7	48.6	.0036
Gray	37,912	17,096	5.8	15.7	29.1	27.8	.0022
Greeley	13,344	16,083	6.6	16.7	29.9	23.9	.0006
Greenwood	60,799	13,786	7.1	17.2	26.2	19.3	.0033
Hamilton	15,445	13,971	6.1	16.1	32.9	13.0	.0009
Harper	75,117	19,137	5.7	14.1	23.6	36.2	.0036
Harvey	232,963	18,641	5.6	13.8	31.1	31.2	.0124
Haskell	25,948	17,300	5.3	18.5	34.7	24.7	.0012
Hodgeman	18,843	13,886	5.7	16.1	21.8	24.1	.0007
Jackson	79,103	16,160	5.4	13.5	26.5	26.8	.0047
Jewell	33,798	14,353	6.9	17.1	30.4	17.5	.0016
☐ Johnson	3,497,715	30,792	1.8	5.8	20.3	65.7	.1734
Overland Park	1,038,165	32,954	1.2	4.5	18.2	72.0	.0610
Kearny	29,594	22,200	3.6	11.7	29.1	42.2	.0014
Kingman	63,266	16,425	6.0	14.3	30.1	24.1	.0034
Kiowa	34,719	19,082	5.1	12.5	32.6	31.3	.0016
Labette	182,741	16,154	6.1	13.6	27.2	26.2	.0102
Lane	23,205	17,281	6.7	13.4	25.6	31.4	.0010
Leavenworth	385,892	19,205	4.0	12.5	30.1	32.7	.0198
Lincoln	40,240	19,442	5.0	16.4	24.5	37.5	.0020
Linn	55,076	13,900	7.6	14.1	24.1	22.8	.0028
Logan	30,191	18,231	4.9	15.3	27.2	33.8	.0015
Lyon	310,259	18,372	5.5	13.3	24.2	34.3	.0160
McPherson	201,465	17,642	5.3	15.7	32.1	26.2	.0108
Marion	101,026	16,457	6.8	15.2	29.0	25.5	.0053
Marshall	101,759	15,063	7.4	17.1	24.8	25.4	.0053
Meade	45,655	21,265	5.5	12.1	21.2	39.7	.0020
Miami	168,878	19,198	4.9	12.4	25.4	35.1	.0085
Mitchell	66,926	17,295	4.7	14.8	26.2	30.6	.0038
Montgomery	319,984	16,402	6.0	13.0	26.4	27.3	.0183
Morris	42,938	11,892	9.3	16.0	24.5	16.2	.0023
Morton	30,341	21,611	5.8	13.3	25.4	41.8	.0014
Nemaha	83,272	15,410	7.3	15.2	25.7	25.5	.0042
Neosho	137,476	16,020	7.0	14.8	25.1	27.7	.0082
Ness	29,864	14,362	5.1	16.0	27.8	20.2	.0016
Norton	56,282	18,309	5.2	13.8	27.1	33.1	.0029
Osborne	51,946	16,848	6.3	16.0	26.3	29.7	.0024
Ottawa	44,128	15,552	6.6	18.8	27.0	25.1	.0022
Pawnee	74,284	19,787	5.6	13.4	25.8	36.9	.0038
Phillips	49,940	14,064	6.3	13.4	28.1	19.4	.0027
Pottawatomie	92,754	13,802	7.8	19.9	25.4	20.2	.0051
Pratt	97,133	21,558	4.3	11.1	25.6	40.8	.0051
Rawlins	25,823	13,679	8.5	17.6	29.1	16.1	.0013
Reno	517,085	18,250	5.1	14.1	31.8	29.2	.0295
Republic	55,859	13,809	6.9	15.1	25.8	21.3	.0028
Rice	88,405	17,327	5.7	12.7	32.9	25.2	.0044
Riley	443,085	14,880	7.6	19.6	27.5	22.0	.0240
Rooks	54,890	17,461	5.5	14.3	26.3	30.8	.0028
Rush	38,521	17,368	6.4	15.8	24.2	33.7	.0018
Russell	81,769	19,824	5.6	12.6	26.9	36.3	.0042
Saline	333,863	19,795	4.7	11.8	26.7	36.5	.0244
Scott	52,748	22,014	3.3	11.6	30.1	40.3	.0029
Seward	167,590	24,157	3.8	7.6	27.4	47.9	.0097
Sheridan	28,063	18,138	4.0	11.0	22.3	34.8	.0013
Sherman	63,881	18,720	5.1	12.7	27.6	33.2	.0037
Smith	48,132	15,987	6.6	13.6	25.9	27.3	.0025
Stafford	50,986	19,183	6.6	14.2	27.3	33.4	.0024
Stanton	18,380	19,500	1.9	12.6	30.2	34.4	.0009
Stevens	51,502	24,875	2.5	10.4	26.1	49.7	.0023
Sumner	182,440	17,096	6.4	14.2	29.8	26.5	.0091
Thomas	81,296	22,443	4.1	12.1	26.2	43.9	.0045
Trego	30,461	16,667	5.1	17.2	29.3	26.4	.0016
Wabaunsee	45,272	15,337	5.1	12.6	28.2	22.9	.0022
Wallace	13,419	17,500	4.0	20.1	32.0	27.1	.0007
Washington	58,034	13,914	7.8	16.5	23.9	22.6	.0030
Wichita	27,979	20,829	6.5	9.3	26.4	41.0	.0014
Wilson	78,967	14,154	6.6	15.1	27.9	19.5	.0041
Woodson	27,023	10,987	8.3	15.7	23.7	14.8	.0014
☐ Wyandotte	1,424,205	20,950	4.2	11.3	29.1	37.7	.0783
Kansas City	1,332,328	20,732	4.3	11.5	28.6	37.3	.0737
TOTAL METRO COUNTIES	**11,092,910**	**23,509**	**3.7**	**10.0**	**26.3**	**46.0**	**.5793**
TOTAL STATE	**20,866,163**	**20,105**	**4.8**	**12.3**	**27.0**	**37.0**	**1.1033**

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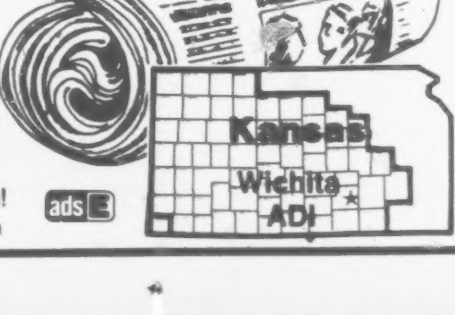
Sources: NCA 1980-81; Publisher's Statement 3/31/81



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KENTUCKY

KY. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CLARKSVILLE - HOPKINSVILLE	**153.0**	**.0669**	**24.5**	**19.6**	**14.9**	**14.7**	**19.1**	**48.3**	**569,978**	**115,403**	**39,867**	**90,619**	**30,031**	**118,759**	**15,185**
Christian	67.8	.0297	23.8	21.4	14.0	12.9	19.3	20.1	246,774	54,641	14,798	36,257	12,642	44,830	6,948
● Hopkinsville	27.9	.0122	28.6	9.0	15.0	15.3	25.1	10.2	186,182	47,696	11,467	10,278	12,007	39,540	6,459
Montgomery, Tenn.	*85.2*	*.0372*	*25.4*	*18.3*	*15.5*	*16.1*	*18.9*	*28.2*	*323,204*	*60,762*	*25,069*	*54,362*	*17,389*	*73,929*	*8,237*
● Clarksville	*56.1*	*.0246*	*24.6*	*23.1*	*16.9*	*15.6*	*16.0*	*17.8*	*314,939*	*58,047*	*24,846*	*53,844*	*14,772*	*73,294*	*8,063*
SUBURBAN TOTAL	69.0	.0301	23.7	21.2	13.2	13.7	19.1	20.3	68,857	9,660	3,554	26,497	3,252	5,925	663
HUNTINGTON - ASHLAND	**313.3**	**.1370**	**30.9**	**12.4**	**16.8**	**16.8**	**26.2**	**112.5**	**1,237,658**	**309,549**	**78,182**	**176,336**	**68,831**	**200,421**	**44,298**
Boyd	55.8	.0244	31.5	11.5	16.6	18.0	26.2	20.3	288,922	60,079	14,693	67,091	16,271	41,418	8,202
● Ashland	26.9	.0118	34.8	9.9	14.8	18.5	31.2	10.6	261,001	55,005	12,843	63,346	14,096	38,362	7,309
Greenup	39.6	.0173	29.6	11.4	18.2	18.4	21.7	13.2	73,621	29,742	4,253	3,473	2,786	11,622	1,610
Lawrence, Ohio	*64.4*	*.0282*	*30.8*	*11.1*	*16.4*	*16.7*	*26.5*	*22.4*	*208,046*	*52,276*	*11,235*	*24,925*	*16,631*	*34,359*	*7,415*
Cabell, W. Va.	*106.8*	*.0467*	*31.4*	*14.4*	*16.4*	*15.6*	*28.4*	*40.6*	*555,785*	*134,032*	*43,297*	*77,546*	*28,309*	*96,329*	*23,443*
● Huntington	*62.8*	*.0275*	*32.8*	*15.7*	*14.4*	*15.3*	*31.6*	*25.7*	*403,391*	*88,475*	*32,804*	*56,426*	*24,670*	*78,413*	*18,322*
Wayne, W. Va.	*46.7*	*.0204*	*30.1*	*11.5*	*17.9*	*16.7*	*24.6*	*16.0*	*111,284*	*33,420*	*4,704*	*3,301*	*4,834*	*16,693*	*3,628*
SUBURBAN TOTAL	223.6	.0977	30.0	11.7	18.0	17.0	24.1	76.2	573,266	166,069	32,535	56,564	30,065	83,646	18,667
LEXINGTON-FAYETTE	**322.2**	**.1412**	**27.9**	**17.0**	**18.7**	**15.9**	**20.8**	**116.8**	**1,672,571**	**380,089**	**134,066**	**283,519**	**70,654**	**251,132**	**47,757**
Bourbon	19.5	.0086	31.9	11.4	16.4	16.9	27.9	6.9	57,591	23,116	3,810	2,675	1,074	9,811	2,577
Clark	28.7	.0125	29.9	12.5	17.9	16.8	24.1	10.1	142,771	35,674	13,325	15,261	3,795	29,150	4,992
Fayette	206.4	.0904	27.3	18.5	19.4	15.9	19.3	77.4	1,308,998	261,665	104,061	259,126	61,819	194,489	33,662
● Lexington-Fayette	206.4	.0904	27.3	18.5	19.4	15.9	19.3	77.4	1,308,998	261,665	104,061	259,126	61,819	194,489	33,662
Jessamine	27.4	.0120	26.0	18.3	17.6	14.3	19.8	8.9	76,110	32,634	3,120	2,410	1,797	9,211	2,665
Scott	22.2	.0098	28.8	15.8	16.8	15.3	24.4	7.4	48,050	13,923	5,464	2,698	1,195	5,837	2,150
Woodford	18.0	.0079	29.3	12.4	19.1	16.2	22.9	6.1	39,051	13,077	4,286	1,349	974	2,634	1,711
SUBURBAN TOTAL	115.8	.0508	29.0	14.3	17.6	15.8	23.6	39.4	363,573	118,424	30,005	24,393	8,835	56,643	14,095
LOUISVILLE	**909.1**	**.3979**	**29.4**	**12.8**	**17.3**	**17.4**	**23.0**	**329.0**	**3,997,347**	**975,862**	**396,130**	**560,212**	**210,185**	**604,895**	**144,524**
Bullitt	44.7	.0196	26.7	12.2	21.3	16.0	16.3	13.4	51,230	10,016	3,183	731	2,177	4,919	1,742
Jefferson	683.8	.2993	29.7	12.8	17.3	17.6	23.2	253.6	3,296,215	840,908	337,329	463,699	181,065	474,354	119,904
● Louisville	293.8	.1286	31.9	13.6	14.8	16.2	29.3	121.0	1,223,318	366,781	156,534	109,022	61,104	144,720	52,181
Oldham	29.2	.0128	28.7	14.5	19.1	15.9	22.0	8.5	73,390	15,068	2,724	728	2,534	26,545	2,426
Clark, Ind.	*89.8*	*.0393*	*28.6*	*13.3*	*17.5*	*17.1*	*21.7*	*31.7*	*393,576*	*57,192*	*35,480*	*88,769*	*11,404*	*69,409*	*13,027*
Floyd, Ind.	*61.6*	*.0269*	*31.3*	*11.8*	*15.3*	*17.0*	*27.4*	*21.8*	*182,936*	*52,678*	*17,414*	*6,285*	*13,005*	*29,668*	*7,425*
SUBURBAN TOTAL	615.3	.2693	28.5	12.4	18.6	17.9	20.0	208.0	2,774,029	609,081	239,596	451,190	149,081	460,175	92,343
OWENSBORO	**86.5**	**.0379**	**29.1**	**12.2**	**17.4**	**17.1**	**22.7**	**30.8**	**446,305**	**95,494**	**31,464**	**64,645**	**23,269**	**77,169**	**14,211**
Daviess	86.5	.0379	29.1	12.2	17.4	17.1	22.7	30.8	446,305	95,494	31,464	64,645	23,269	77,169	14,211
● Owensboro	54.8	.0240	29.7	12.9	17.6	17.0	23.7	20.6	427,473	87,507	30,216	64,626	23,269	75,593	13,544
SUBURBAN TOTAL	31.7	.0139	28.1	11.0	17.4	17.1	21.0	10.2	18,832	7,987	1,248	19		1,576	667
OTHER COUNTIES															
Adair	15.4	.0067	33.8	11.0	14.9	16.0	32.2	5.5	36,136	13,597	1,209	1,125	849	7,121	959
Allen	14.3	.0063	34.9	9.8	15.6	16.4	33.5	5.3	36,314	15,614	1,026	1,963	528	3,301	1,663
Anderson	12.8	.0056	31.6	11.2	17.5	15.9	28.2	4.5	32,638	10,381	1,179	1,898	562	6,862	1,375
Ballard	8.8	.0039	36.7	8.9	15.0	15.1	36.6	3.3	33,738	10,599	1,166	81	231	9,005	646
Barren	34.4	.0150	33.1	10.3	15.9	17.0	30.0	12.5	139,587	33,825	9,498	11,003	9,282	19,400	5,293
Bath	10.3	.0045	31.8	11.6	16.0	15.1	29.8	3.6	14,784	3,851	540	677	1,371	3,120	547
Bell	34.6	.0152	29.6	11.4	14.4	15.5	26.8	11.6	162,966	49,475	6,060	12,558	7,862	24,927	8,945
☐ Boone	47.2	.0206	27.9	11.6	20.0	17.8	17.9	15.5	406,344	76,144	29,189	92,427	3,788	34,482	7,934
Boyle	25.2	.0110	31.4	13.8	15.5	16.8	27.6	9.0	102,614	26,402	6,587	17,588	3,272	16,238	3,382
Bracken	7.8	.0034	34.2	9.9	13.9	15.3	33.5	2.7	15,723	4,254	895	722	516	3,663	718
Breathitt	17.2	.0075	27.1	11.8	13.8	14.0	25.2	5.3	38,144	8,657	1,129	4,552	1,792	8,578	786
Breckinridge	17.1	.0075	32.0	10.7	14.8	15.3	30.2	6.0	49,071	23,179	1,502	1,134	858	5,558	1,999
Butler	11.2	.0049	32.5	10.9	15.2	14.1	32.1	3.9	33,752	9,458	1,818	121	421	8,882	1,403
Caldwell	13.5	.0059	34.8	10.5	14.2	16.1	33.6	5.1	64,466	14,841	2,932	3,453	2,784	18,155	2,302
Calloway	30.2	.0132	27.8	26.7	15.1	12.3	26.7	10.9	132,643	31,832	9,634	7,953	5,029	33,237	3,452
☐ Campbell	83.0	.0363	30.5	12.0	15.3	16.4	26.7	28.8	257,211	80,726	26,981	21,397	8,104	35,880	13,337
Carlisle	5.5	.0024	37.9	8.5	14.4	16.6	36.6	2.1	17,962	4,762	389	1,005	112	2,373	475
Carroll	9.3	.0041	31.9	11.3	16.4	16.1	28.7	3.4	26,134	7,036	2,021	938	953	4,821	1,146
Carter	25.4	.0111	29.2	11.8	16.6	15.1	25.2	8.4	84,737	25,965	2,223	6,935	6,124	8,737	3,018

THE BLUE GRASS: A THOROUGHBRED MARKET

World renowned for champion thoroughbreds, the Blue Grass region of central Kentucky has also burgeoned into a thoroughbred market. The figures tell the story: a vast, lucrative, virtually untapped market...available only through the Lexington Herald-Leader.

	1975	1979	1984	% Change 1975-1984
EBI	$1.4 billion	$2.2 billion	$4.0 billion	183%
EBI/HH	$14,712	$20,899	$33,453	127%
Retail Sales	$848 million	$1.5 billion	$2.6 billion	202%
RS/HH	$8,715	$13,977	$21,146	143%
Population	294,700	309,000	331,800	13%

THE LEXINGTON HERALD-LEADER COMPANY
"Overlook the Blue Grass and You've Overlooked Kentucky!"

Source: S&MM 1980 Survey of Buying Power

KY. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Casey	15.0	.0066	32.1	10.7	14.4	16.2	29.7	5.3	27,275	13,330	1,086	1,240	955	2,701	615
Clay	23.1	.0101	26.2	11.5	15.1	14.2	22.6	7.0	82,420	32,551	1,945	4,073	4,830	18,653	2,554
Clinton	9.4	.0042	32.5	10.7	15.9	15.5	30.4	3.3	21,859	8,370	1,185	1,121	927	3,024	1,149
Crittenden	9.3	.0040	36.1	9.4	15.3	14.3	36.8	3.5	26,180	12,622	785	757	677	4,911	637
Cumberland	7.3	.0032	36.1	9.5	14.2	17.4	33.8	2.7	20,524	7,961	380	670	335	4,439	879
Edmonson	10.1	.0044	30.5	12.0	16.5	15.6	26.9	3.4	12,673	3,673	559	661	625	1,729	1,005
Elliott	7.0	.0031	30.1	12.5	15.8	14.8	27.4	2.3	5,965	2,675	18	188	251	340	842
Estill	14.6	.0063	30.9	11.3	16.4	14.9	28.3	5.0	46,369	12,438	3,210	5,102	729	9,636	2,919
Fleming	12.4	.0054	33.5	11.1	15.1	16.1	31.6	4.4	41,133	13,734	1,907	1,916	2,600	11,478	2,567
Floyd	49.8	.0218	28.7	11.3	14.4	16.1	24.9	16.5	204,159	44,431	5,687	13,487	6,680	67,499	7,346
Franklin	42.4	.0186	30.6	13.2	17.6	17.6	24.6	16.1	168,586	52,493	15,205	10,935	6,128	17,215	6,790
Fulton	8.9	.0038	35.7	9.5	13.7	14.9	35.7	3.4	51,322	16,285	1,727	6,151	2,385	5,387	965
Gallatin	4.9	.0022	31.4	11.6	17.1	16.2	27.6	1.7	14,079	4,602	1,330	72	183	190	448
Garrard	11.0	.0048	33.7	10.3	17.2	17.1	30.5	4.0	23,513	4,694	1,197	642	847	1,816	1,275
Grant	13.6	.0060	32.1	10.0	17.2	14.6	30.3	4.5	43,859	5,490	4,544	516	1,345	8,833	1,204
Graves	34.3	.0150	35.1	9.8	15.3	15.5	34.6	13.0	119,422	30,561	4,436	5,887	7,697	27,033	6,447
Grayson	21.2	.0092	32.1	10.8	14.3	14.9	30.9	7.4	58,072	16,424	1,809	2,215	3,472	8,967	2,198
Green	11.1	.0049	34.3	11.0	15.4	16.8	32.2	4.0	27,281	10,379	1,816	2,032	997	3,540	1,172
Hancock	7.8	.0035	29.5	11.9	17.4	16.0	24.4	2.6	10,988	5,420	159			1,677	95
Hardin	90.1	.0394	22.5	27.4	13.4	13.5	13.3	25.2	317,501	60,549	27,112	18,111	11,416	62,082	6,456
Harlan	42.3	.0185	29.5	11.1	12.5	15.3	27.8	14.1	161,307	74,747	5,853	15,628	13,136	10,401	4,333
Harrison	15.3	.0067	33.8	9.5	15.4	15.9	32.3	5.5	45,685	11,127	2,912	5,146	2,723	5,001	3,045
Hart	15.5	.0068	32.6	10.7	15.4	16.2	30.1	5.5	45,319	13,989	630	2,066	1,752	8,457	1,503
☐ Henderson	41.3	.0180	30.8	11.5	16.6	16.8	26.3	15.0	190,790	41,388	10,998	11,637	10,047	38,692	5,124
Henry	12.9	.0057	33.7	10.7	15.9	16.1	31.7	4.6	34,129	13,591	1,531	3,310	1,414	6,807	2,099
Hickman	6.1	.0027	36.8	9.7	14.3	15.5	36.4	2.2	11,328	3,853	110	139	196	3,524	621
Hopkins	46.8	.0204	32.4	10.5	15.4	15.7	30.2	16.9	186,699	52,956	7,205	20,268	5,917	31,558	6,863
Jackson	12.1	.0053	29.9	10.9	14.8	15.1	27.4	4.1	20,027	8,635	642	871	464	3,367	1,676
Johnson	25.0	.0109	31.2	11.3	14.6	15.5	28.9	8.4	107,209	24,172	4,664	4,699	9,500	18,000	4,695
☐ Kenton	137.9	.0604	30.2	12.0	16.1	16.5	25.7	48.8	471,917	153,628	43,139	36,955	20,532	54,858	31,348
Covington	48.9	.0214	31.9	12.7	14.1	15.3	30.3	19.4	249,999	66,218	26,239	12,869	11,320	49,111	10,724
Knott	18.2	.0079	27.0	12.7	14.1	14.7	24.1	5.6	28,000	10,478	257	2,719	184	1,267	462
Knox	30.8	.0135	29.4	11.4	15.1	14.1	27.4	10.2	105,314	46,808	6,041	11,824	3,073	6,846	3,597
Larue	12.1	.0053	32.6	9.9	16.1	16.7	29.5	4.4	34,837	11,220	1,165	1,520	1,886	4,936	1,277
Laurel	39.9	.0175	29.6	11.3	15.5	15.4	26.2	13.2	149,086	29,561	8,158	10,001	6,424	33,722	2,581
Lawrence	14.4	.0063	32.1	9.8	14.1	14.4	31.6	4.8	45,503	19,903	2,202	501	746	9,799	2,396
Lee	7.8	.0034	31.6	9.8	13.3	14.7	30.8	2.7	24,463	7,562	292	940	113	6,043	1,456
Leslie	15.1	.0066	25.0	11.5	15.2	15.2	19.7	4.7	17,695	7,258	52	1,634	1,362	615	441
Letcher	31.3	.0137	28.5	10.7	13.7	15.6	25.5	10.3	62,970	26,877	1,007	7,123	3,626	5,603	1,223
Lewis	14.7	.0064	29.4	11.1	16.2	14.9	26.0	4.8	23,697	8,323	615	1,076	252	2,470	181
Lincoln	19.3	.0085	31.8	11.0	15.0	15.9	29.3	6.6	47,611	15,682	438	465	2,206	7,624	2,523
Livingston	9.4	.0041	33.4	9.9	16.5	15.0	32.4	3.5	14,487	4,690	1,857	272	289	939	342
Logan	24.3	.0106	32.5	10.1	16.5	15.6	30.3	8.7	75,579	23,542	3,897	5,674	3,967	13,055	3,764
Lyon	6.6	.0029	36.0	11.1	18.9	17.6	33.7	2.3	13,682	7,297	683	713	1,421	177	117
McCracken	61.6	.0270	32.8	10.8	15.9	17.6	29.0	23.8	359,398	70,395	23,604	60,500	20,424	50,288	18,651
McCreary	15.9	.0069	27.5	10.9	14.0	14.3	25.2	5.0	23,301	10,908	543	496	687	2,258	896
McLean	10.2	.0045	33.2	10.5	15.6	15.4	31.8	3.7	24,427	8,443	1,049	471	1,939	7,140	699
Madison	54.1	.0237	24.8	26.2	15.2	13.8	20.3	17.2	246,638	57,305	30,329	16,838	5,382	33,217	6,999
Magoffin	13.7	.0060	27.0	11.7	15.1	14.7	23.2	4.3	25,135	8,739	,285	4,485	660	799	1,697
Marion	18.0	.0079	27.3	12.7	14.1	14.7	24.4	5.7	39,271	16,752	1,812	3,725	1,383	1,690	1,289
Marshall	26.1	.0114	33.2	9.9	16.9	17.0	30.0	9.7	128,207	26,494	8,202	9,029	961	41,106	3,416
Martin	14.3	.0062	25.3	11.8	14.4	14.6	21.4	4.3	33,221	13,804	979	437	2,414	6,211	880
Mason	17.8	.0078	33.2	10.4	14.4	17.4	30.1	6.4	93,464	32,244	3,854	8,114	2,872	16,540	5,258
Meade	23.2	.0102	26.5	16.8	26.3	13.8	13.7	7.3	35,391	13,793	2,886	292	333	4,570	695
Menifee	5.2	.0023	29.1	12.4	15.6	15.1	25.7	1.7	3,390	1,649	152	300	252	171	79
Mercer	19.3	.0084	32.5	10.6	16.1	17.2	28.7	6.9	60,722	16,093	3,750	1,354	3,275	11,922	3,075
Metcalfe	9.6	.0042	34.7	9.3	16.1	16.8	32.7	3.3	19,955	6,319	700	779	712	3,012	1,186
Monroe	12.4	.0054	32.8	10.8	15.9	15.5	30.9	4.5	32,368	14,391	846	766	798	4,380	1,593
Montgomery	20.4	.0090	29.4	12.0	16.2	16.2	24.7	7.1	93,504	30,836	3,858	6,776	4,052	13,479	3,037
Morgan	12.3	.0053	31.2	9.9	13.5	14.9	30.0	4.1	52,468	10,985	791	1,334	2,183	19,059	898

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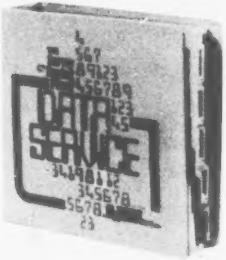

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KY. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
Muhlenberg	32.7	.0144	32.6	10.0	14.9	15.6	30.9	11.3	147,200	50,148	4,147	8,821	4,425	37,476	3,176
Nelson	28.0	.0122	26.9	12.5	15.5	15.1	22.4	8.9	82,318	23,387	4,646	4,257	3,859	11,458	5,348
Nicholas	7.2	.0032	33.4	10.7	14.7	16.5	31.1	2.6	12,469	3,915	601	731	481	1,238	1,226
Ohio	22.0	.0096	33.1	10.0	14.7	14.9	32.3	7.7	61,493	24,160	2,883	1,920	1,702	11,587	3,388
Owen	9.1	.0039	34.9	10.0	15.0	16.5	33.4	3.3	20,924	7,428	257	453	199	7,766	620
Owsley	5.8	.0026	30.9	10.3	13.8	14.1	30.3	1.9	7,869	5,568	37	428	40	471	264
Pendleton	11.1	.0048	32.5	10.4	14.9	16.5	29.7	3.8	19,407	6,582	546	803	27	2,544	758
Perry	34.3	.0151	26.7	11.2	14.5	14.6	23.4	10.9	136,440	41,047	6,986	17,702	4,640	15,933	1,862
Pike	82.7	.0361	27.8	12.0	14.9	16.8	22.5	27.2	276,771	72,639	13,240	38,309	10,521	56,625	5,425
Powell	11.4	.0050	27.6	11.6	17.4	14.2	23.0	3.6	18,750	6,935	1,863	691	213	874	517
Pulaski	46.6	.0204	31.6	10.8	16.3	16.5	28.0	16.6	212,799	75,388	12,968	19,431	7,908	32,883	4,369
Robertson	2.3	.0010	38.2	9.0	14.7	16.0	38.1	.8	2,976	731	167	79		152	
Rockcastle	14.1	.0062	30.4	11.1	15.6	15.2	27.6	4.8	26,236	8,368	1,065	1,509	875	1,979	632
Rowan	19.3	.0085	24.7	26.8	15.8	12.7	20.2	6.1	77,497	21,169	4,606	9,224	881	12,301	3,268
Russell	13.9	.0060	33.2	10.3	14.8	16.2	31.1	5.1	49,468	17,120	666	1,980	793	7,903	2,539
Shelby	23.7	.0103	32.5	11.0	16.4	16.4	29.5	8.0	81,082	22,400	5,556	7,268	1,597	16,000	2,571
Simpson	14.8	.0065	31.8	11.1	16.5	15.5	29.1	5.3	59,857	15,848	2,390	2,747	3,120	10,023	1,077
Spencer	6.0	.0026	29.8	11.6	16.3	16.5	25.0	2.1	10,503	3,156	278	240	87	193	482
Taylor	21.5	.0094	31.2	13.0	17.5	17.3	26.0	7.8	70,441	20,889	4,703	3,757	2,713	9,406	2,932
Todd	12.0	.0053	33.3	10.5	14.0	15.1	32.6	4.2	24,235	9,828	1,851	764	1,318	3,133	1,028
Trigg	9.4	.0041	33.9	10.3	14.9	16.1	32.3	3.4	32,249	13,092	1,352	1,184	1,362	4,555	1,429
Trimble	6.3	.0028	30.5	13.1	17.2	16.1	26.1	2.2	4,354	809	119		144	55	352
Union	18.0	.0078	26.0	14.7	12.9	13.7	24.7	5.5	49,958	18,458	2,182	2,006	1,851	5,032	2,521
Warren	72.9	.0319	26.3	21.9	15.8	14.5	21.7	25.5	387,947	96,008	30,333	57,213	17,999	50,504	12,168
Washington	10.8	.0048	31.0	12.1	15.4	15.0	28.8	3.5	29,756	5,902	1,397	896	1,676	9,710	2,013
Wayne	17.3	.0075	31.2	10.8	14.7	15.7	28.6	6.0	39,019	14,270	2,496	2,3[illegible]1	1,531	5,201	2,088
Webster	15.0	.0065	36.0	8.6	13.4	15.6	35.4	5.5	37,742	17,017	760	2,555	351	3,585	893
Whitley	34.1	.0149	31.4	12.5	13.1	14.9	30.4	11.7	187,762	29,321	9,100	20,055	13,061	35,126	2,799
Wolfe	6.8	.0030	29.0	10.0	13.4	13.1	28.9	2.3	14,842	1,948	280	592	103	5,842	1,069
TOTAL METRO COUNTIES	**1,639.0**	**.7175**	**29.0**	**13.7**	**17.4**	**16.8**	**22.8**	**584.8**	**7,475,290**	**1,837,923**	**652,817**	**1,082,559**	**353,869**	**1,095,901**	**260,543**
TOTAL STATE	**3,698.4**	**1.6186**	**29.5**	**13.3**	**16.1**	**16.1**	**25.1**	**1,288.9**	**14,527,730**	**3,885,285**	**1,030,048**	**1,652,242**	**641,949**	**2,296,637**	**509,372**

KY.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CLARKSVILLE - HOPKINSVILLE	**976,887**	**14,998**	**6.5**	**16.7**	**28.8**	**21.3**	**.0581**
Christian	389,026	13,238	7.6	17.6	26.4	17.4	.0244
● Hopkinsville	183,820	14,656	6.9	14.5	25.7	23.5	0133
Montgomery, Tenn.	*587,861*	*16,249*	*5.7*	*16.1*	*30.4*	*24.0*	*.0337*
● *Clarksville*	*418,144*	*16,910*	*5.7*	*15.0*	*30.0*	*26.3*	*.0262*
SUBURBAN TOTAL	374,923	13,811	7.0	19.3	29.2	15.8	.0186
HUNTINGTON - ASHLAND	**2,133,253**	**16,528**	**5.8**	**14.0**	**28.6**	**26.0**	**.1249**
Boyd	425,744	18,953	5.2	12.5	27.9	32.4	.0256
● Ashland	226,266	18,977	5.3	12.4	25.0	34.3	0167
Greenup	252,096	17,694	5.2	13.3	32.5	26.2	.0127
Lawrence, Ohio	*339,514*	*13,711*	*6.1*	*18.2*	*31.8*	*13.1*	*.0215*
Cabell, W. Va.	*831,965*	*17,406*	*5.8*	*12.9*	*26.2*	*30.6*	*.0497*
● *Huntington*	*518,613*	*16,261*	*6.2*	*13.3*	*24.1*	*29.4*	*0323*
Wayne, W. Va.	*283,934*	*15,622*	*6.4*	*13.7*	*27.7*	*24.0*	*.0154*
SUBURBAN TOTAL	1,388,374	16,355	5.7	14.5	30.6	23.7	.0759
LEXINGTON-FAYETTE	**2,472,598**	**18,165**	**5.5**	**14.0**	**28.4**	**31.0**	**.1484**
Bourbon	140,939	16,928	6.0	14.1	27.0	28.7	.0074
Clark	178,214	15,707	6.9	15.2	29.8	22.1	.0118
Fayette	1,734,487	19,260	5.1	13.4	28.1	34.4	.1066
● Lexington-Fayette	1,734,487	19,260	5.1	13.4	28.1	34.4	.1066
Jessamine	170,518	16,897	5.5	14.0	29.5	26.4	.0095
Scott	135,605	15,435	6.2	15.2	27.9	23.5	.0071
Woodford	112,835	15,524	5.8	18.8	30.5	21.4	.0060
SUBURBAN TOTAL	738,111	16,099	6.1	15.3	29.0	24.4	.0418
LOUISVILLE	**7,298,481**	**19,643**	**4.5**	**13.3**	**31.4**	**33.4**	**.4051**
Bullitt	228,752	16,074	5.2	20.7	37.9	17.0	.0119
Jefferson	5,893,354	20,581	4.3	12.1	30.0	36.7	.3247
● Louisville	2,412,346	16,843	5.8	14.8	27.9	27.7	1302
Oldham	149,136	15,039	7.4	17.8	32.3	17.9	.0089
Clark, Ind.	*599,097*	*17,889*	*4.9*	*16.6*	*37.0*	*24.2*	*.0367*
Floyd, Ind.	*428,142*	*17,382*	*4.9*	*15.6*	*33.9*	*25.2*	*.0229*
SUBURBAN TOTAL	4,886,135	21,035	3.8	12.4	33.2	36.8	.2749
OWENSBORO	**661,694**	**19,058**	**4.8**	**13.8**	**28.4**	**33.0**	**.0398**
Daviess	661,694	19,058	4.8	13.8	28.4	33.0	.0398
● Owensboro	448,790	19,203	4.5	13.5	27.8	33.8	.0305
SUBURBAN TOTAL	212,904	18,769	5.3	14.3	29.7	31.3	.0093

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	76,203	9,529	8.5	14.9	19.0	14.2	.0045
Allen	71,224	10,489	7.8	16.1	24.5	11.1	.0043
Anderson	74,019	15,324	5.3	19.3	32.8	18.1	.0043
Ballard	48,648	12,120	6.7	15.2	24.8	16.8	.0031
Barren	218,290	13,886	7.2	16.3	23.6	23.0	.0133
Bath	44,850	10,335	7.8	22.0	19.4	10.1	.0027
Bell	157,756	10,297	8.6	16.6	20.4	14.4	.0124
☐ Boone	371,723	22,964	2.9	10.1	31.9	42.7	.0270
Boyle	168,121	15,318	7.1	16.4	26.2	24.8	.0099
Bracken	31,877	9,691	8.4	18.3	23.7	6.9	.0021
Breathitt	55,021	6,809	9.4	12.1	15.0	7.6	.0042
Breckinridge	96,022	14,030	6.5	15.4	28.7	18.1	.0056
Butler	42,732	8,806	7.7	17.7	21.7	6.2	.0032
Caldwell	80,048	12,967	6.3	16.5	26.6	17.5	.0054
Calloway	183,311	13,607	6.5	15.8	25.6	19.9	.0118
☐ Campbell	564,512	18,065	5.2	14.3	33.7	26.7	.0308
Carlisle	26,311	10,577	6.9	18.7	26.7	6.8	.0018
Carroll	57,644	14,476	7.0	17.5	29.4	18.7	.0033
Carter	92,747	9,081	8.7	19.2	20.0	6.9	.0073
Casey	55,906	7,384	7.7	17.6	14.4	7.0	.0037
Clay	90,631	9,278	10.1	18.1	16.8	11.5	.0071
Clinton	34,240	7,759	11.0	16.3	16.0	5.4	.0024
Crittenden	48,453	11,062	7.6	17.3	21.9	14.9	.0030
Cumberland	34,545	9,000	8.7	15.9	17.4	12.4	.0022
Edmonson	41,250	10,399	9.1	18.1	25.0	8.7	.0023
Elliott	26,955	8,116	7.8	12.4	19.3	11.0	.0016
Estill	63,462	9,572	7.6	15.1	22.9	10.4	.0044
Fleming	57,983	9,430	9.4	16.1	21.5	9.9	.0040
Floyd	273,502	12,790	7.5	16.2	22.8	21.1	.0181
Franklin	362,184	20,561	5.0	13.7	26.7	37.6	.0190
Fulton	50,683	11,712	8.6	15.8	24.7	16.6	.0037
Gallatin	28,[illegible]	14,500	6.9	12.7	27.3	21.0	.0018
Garrard	51,029	1,117	9.4	20.7	24.3	9.5	.0030
Grant	70,728	1[illegible] 925	5.3	13.8	33.7	16.1	.0045
Graves	197,429	1[illegible] 691	7.3	15.8	27.0	15.8	.0122
Grayson	100,087	1[illegible] 919	6.5	16.4	23.6	12.9	.0064

KY. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Green	66,088	13,356	6.7	15.3	25.9	19.4	.0036
Hancock	53,054	18,517	3.1	11.7	27.9	32.2	.0025
Hardin	625,135	14,612	6.9	22.9	30.8	17.5	.0350
Harlan	207,863	11,238	8.0	16.0	22.2	16.6	.0144
Harrison	83,144	12,851	6.7	19.4	26.3	15.2	.0050
Hart	72,239	10,421	8.7	16.1	24.3	11.2	.0048
☐ Henderson	313,693	18,597	5.2	13.3	26.7	32.9	.0183
Henry	77,123	14,127	6.4	18.5	26.6	20.3	.0042
Hickman	31,899	11,679	7.6	17.3	24.1	15.0	.0019
Hopkins	342,855	17,281	5.8	12.1	22.7	32.9	.0192
Jackson	36,361	6,459	8.8	16.2	13.4	3.9	.0027
Johnson	110,405	9,598	8.5	17.1	18.2	13.0	.0085
☐ Kenton	1,024,031	19,237	4.6	13.2	30.0	32.8	.0550
Covington	330,287	14,964	6.6	16.3	28.5	21.3	.0212
Knott	68,058	8,115	9.4	13.5	17.0	10.7	.0043
Knox	125,706	8,479	8.9	15.3	15.8	12.3	.0095
Larue	70,380	12,647	7.1	15.0	25.4	17.9	.0041
Laurel	199,477	11,272	7.7	16.0	22.0	16.5	.0136
Lawrence	61,905	8,625	7.1	12.6	19.1	13.6	.0043
Lee	27,160	7,164	9.1	18.4	13.1	4.7	.0022
Leslie	48,030	8,021	10.0	17.4	16.4	6.3	.0032
Letcher	130,083	9,666	8.0	16.8	20.4	11.4	.0084
Lewis	51,533	9,504	9.8	21.0	22.0	4.4	.0033
Lincoln	86,659	10,980	7.7	18.4	23.4	12.0	.0056
Livingston	47,625	12,008	7.1	16.9	25.5	13.7	.0027
Logan	137,629	12,734	6.2	15.5	25.3	17.5	.0082
Lyon	41,827	12,230	7.6	12.7	21.3	21.0	.0021
McCracken	466,016	17,071	5.5	13.1	27.4	28.2	.0295
McCreary	54,842	7,242	8.6	13.9	14.3	9.3	.0035
McLean	51,140	11,594	7.6	17.1	25.2	13.3	.0031
Madison	327,425	14,888	7.0	16.7	25.6	24.1	.0214
Magoffin	61,064	9,972	6.6	14.8	18.4	16.7	.0037
Marion	82,017	11,659	7.9	20.0	25.9	11.2	.0051
Marshall	148,738	14,223	6.6	16.0	30.8	16.4	.0103
Martin	74,457	11,525	7.0	13.8	18.1	23.1	.0044
Mason	102,749	13,293	8.5	16.4	27.7	17.2	.0072
Meade	110,552	13,937	8.2	20.9	33.4	12.3	.0063
Menifee	17,570	8,843	11.7	22.3	19.5	1.5	.0010
Mercer	123,128	14,563	7.2	17.8	24.9	23.6	.0069
Metcalfe	41,285	9,118	9.9	17.2	16.3	12.2	.0027
Monroe	52,092	8,006	7.1	15.9	17.9	9.1	.0034
Montgomery	110,307	13,702	7.6	17.4	28.1	17.3	.0078
Morgan	42,372	7,342	8.1	14.6	15.7	8.0	.0038
Muhlenberg	219,963	16,384	5.7	12.0	21.5	31.7	.0136
Nelson	160,655	15,204	6.4	17.8	30.4	20.3	.0093
Nicholas	34,461	11,678	6.9	17.9	27.3	10.2	.0021
Ohio	134,984	14,058	6.3	12.9	22.1	25.8	.0075
Owen	38,754	9,785	8.7	18.2	22.9	7.9	.0026
Owsley	15,001	5,254	8.7	10.9	9.7	3.9	.0011
Pendleton	54,943	13,568	6.5	18.1	31.8	13.0	.0031
Perry	173,335	12,185	7.7	17.4	22.1	19.0	.0120
Pike	454,919	13,762	6.9	15.1	25.9	20.5	.0283
Powell	53,775	12,923	6.0	17.4	25.3	17.2	.0031
Pulaski	246,700	10,828	7.9	17.5	20.3	15.4	.0175
Robertson	10,427	10,853	9.5	15.6	26.5	11.5	.0006
Rockcastle	60,458	10,176	7.5	18.9	21.3	10.5	.0038
Rowan	100,165	11,217	8.3	17.2	24.0	13.6	.0069
Russell	45,606	6,856	8.3	17.7	15.9	3.6	.0040
Shelby	132,236	14,121	8.3	18.5	26.7	20.1	.0083
Simpson	95,379	15,144	6.3	14.3	26.9	23.6	.0058
Spencer	27,680	11,925	7.6	22.4	25.4	10.4	.0015
Taylor	123,419	13,451	7.1	18.3	28.7	15.5	.0076
Todd	67,269	12,549	8.4	16.2	24.0	18.6	.0035
Trigg	51,716	12,585	6.4	16.8	24.8	17.3	.0033
Trimble	32,368	12,928	6.5	17.3	29.8	12.3	.0016
Union	112,395	18,042	5.8	12.3	23.0	33.4	.0062
Warren	513,910	16,198	5.6	14.4	24.4	29.0	.0327
Washington	50,476	12,257	8.2	20.5	26.7	12.9	.0032
Wayne	68,960	7,712	8.3	15.4	17.3	7.7	.0046
Webster	90,637	13,595	6.9	13.6	23.8	22.6	.0050
Whitley	167,712	10,075	7.5	14.1	19.2	16.9	.0134
Wolfe	19,915	5,678	8.0	11.9	10.4	3.7	.0016
TOTAL METRO COUNTIES	**12,746,359**	**19,200**	**4.8**	**13.3**	**29.9**	**32.8**	**.7275**
TOTAL STATE	**23,884,868**	**15,354**	**6.2**	**14.9**	**26.4**	**24.6**	**1.4333**

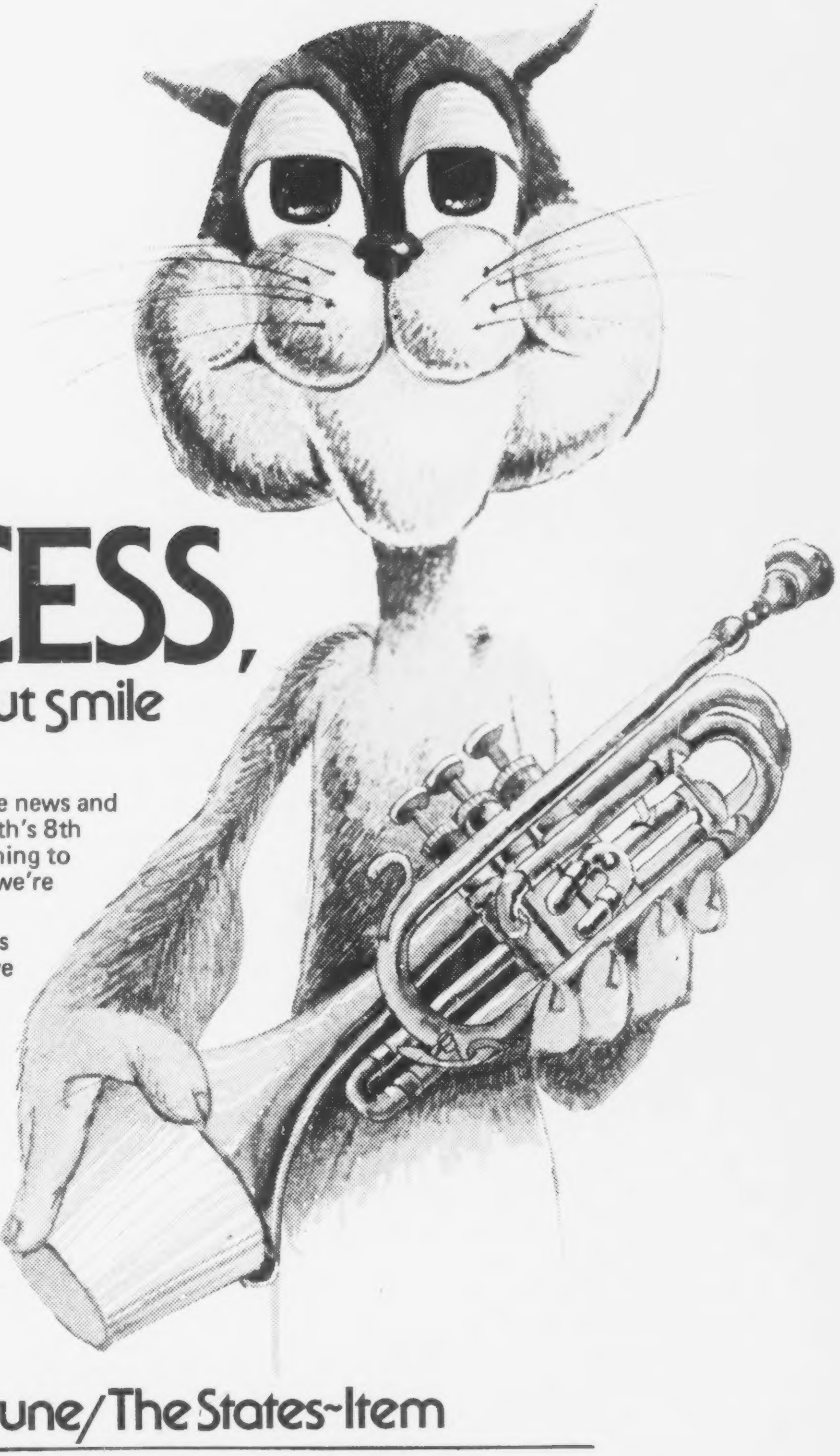
LOUISIANA

LA.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALEXANDRIA	**153.6**	**.0672**	**28.8**	**12.8**	**15.6**	**15.2**	**25.2**	**51.6**	**534,500**	**116,728**	**28,523**	**99,669**	**20,495**	**108,844**	**19,473**
Grant	16.9	.0074	32.4	10.1	14.2	14.0	32.3	5.9	23,716	10,942	667	1,086	738	8,260	251
Rapides	136.7	.0598	28.4	13.1	15.8	15.3	24.3	45.7	510,784	105,786	27,856	98,583	19,757	100,584	19,222
• Alexandria	52.4	.0229	29.8	12.2	13.6	14.9	28.0	18.5	425,462	72,339	23,109	88,608	18,164	90,720	15,524
SUBURBAN TOTAL	101.2	.0443	28.4	13.1	16.7	15.3	23.7	33.1	109,038	44,389	5,414	11,061	2,331	18,124	3,949
BATON ROUGE	**503.5**	**.2204**	**26.3**	**16.3**	**17.9**	**15.5**	**18.9**	**169.3**	**2,194,750**	**488,302**	**140,970**	**469,707**	**89,593**	**424,290**	**70,678**
Ascension	51.2	.0224	26.2	13.2	18.1	14.3	19.9	16.0	202,910	63,460	10,333	19,027	4,107	50,608	8,193
East Baton Rouge	372.6	.1631	26.1	17.3	17.9	15.7	18.4	128.3	1,839,126	372,569	123,349	443,623	82,389	339,866	56,797
• Baton Rouge	223.8	.0979	27.1	19.3	15.4	15.5	22.4	81.8	1,456,450	191,445	106,340	399,150	70,189	287,586	37,770
Livingston	60.4	.0264	27.2	13.1	18.4	15.3	20.5	19.1	118,691	34,054	5,498	5,635	2,661	32,827	4,413
West Baton Rouge	19.3	.0085	25.9	14.1	16.8	14.3	20.4	5.9	34,023	18,219	1,790	1,422	436	989	1,275
SUBURBAN TOTAL	279.7	.1225	25.7	13.8	19.9	15.5	16.1	87.5	738,300	296,857	34,630	70,557	19,404	136,704	32,908
LAFAYETTE	**153.1**	**.0670**	**25.5**	**16.4**	**17.2**	**16.0**	**17.7**	**52.3**	**818,855**	**154,595**	**58,091**	**126,612**	**46,930**	**170,923**	**20,585**
Lafayette	153.1	.0670	25.5	16.4	17.2	16.0	17.7	52.3	818,855	154,595	58,091	126,612	46,930	170,923	20,585
• Lafayette	82.8	.0362	24.9	19.5	15.7	16.2	17.9	29.7	712,307	131,121	54,756	113,554	39,645	169,641	18,206
SUBURBAN TOTAL	70.3	.0308	26.1	12.8	18.9	15.7	17.4	22.6	106,548	23,474	3,335	13,058	7,285	1,282	2,379
LAKE CHARLES	**168.9**	**.0740**	**27.7**	**13.4**	**16.7**	**16.9**	**20.9**	**57.7**	**742,835**	**200,748**	**53,011**	**91,437**	**34,095**	**158,282**	**23,770**
Calcasieu	168.9	.0740	27.7	13.4	16.7	16.9	20.9	57.7	742,835	200,748	53,011	91,437	34,095	158,282	23,770
• Lake Charles	74.8	.0327	27.4	14.7	16.0	16.4	21.5	26.3	546,679	113,965	43,142	79,530	29,120	133,091	17,740
SUBURBAN TOTAL	94.1	.0413	27.9	12.4	17.1	17.3	20.5	31.4	196,156	86,783	9,869	11,907	4,975	25,191	6,030
MONROE	**140.9**	**.0617**	**27.3**	**15.0**	**15.9**	**15.2**	**22.5**	**48.4**	**609,855**	**123,283**	**38,033**	**105,169**	**27,372**	**141,422**	**16,029**
Ouachita	140.9	.0617	27.3	15.0	15.9	15.2	22.5	48.4	609,855	123,283	38,033	105,169	27,372	141,422	16,029
• Monroe	57.5	.0252	26.4	18.4	13.9	14.0	24.0	20.1	427,876	54,834	25,256	91,968	21,502	128,828	8,773
SUBURBAN TOTAL	83.4	.0365	27.8	12.6	17.3	15.9	21.6	28.3	181,979	68,449	12,777	13,201	5,870	12,594	7,256
NEW ORLEANS	**1,199.0**	**.5247**	**28.5**	**13.5**	**17.6**	**16.5**	**22.0**	**427.9**	**4,969,126**	**1,242,441**	**473,103**	**687,589**	**244,934**	**872,587**	**168,857**
Jefferson	463.7	.2029	27.4	12.9	20.2	17.7	17.0	161.3	2,327,614	599,086	165,572	380,321	133,295	444,935	71,766
Orleans	555.7	.2432	29.9	14.5	15.1	15.1	27.1	208.2	2,109,234	466,989	264,480	247,180	99,344	348,849	78,302
• New Orleans	555.7	.2432	29.9	14.5	15.1	15.1	27.1	208.2	2,109,234	466,989	264,480	247,180	99,344	348,849	78,302



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we can't help but smile about it.

After all, being the number one news and advertising medium in the South's 8th largest market is hardly something to sing the blues about — even if we're in a city that's famous for it.

There's one thing about success though, it's not easy to improve on. But we've done just that, with record breaking weekday coverage of the metropolitan New Orleans market . . .

68%*

What's more, readership grew 3 times as fast as the adult population itself. We think that's something to trumpet about.

The Times-Picayune/The States-Item

	METRO ADULT REACH	TOTAL ADULTS
WEEKDAY TP/SI	68%	549,000
SUNDAY TIMES-PICAYUNE	76%	607,000
WEEKDAY and/or SUNDAY	80%	640,000

One Great Newspaper for a great American city

THE TIMES-PICAYUNE/THE STATES-ITEM, 3800 Howard Ave., New Orleans, La.70140, (504) 586-3595
Represented Nationally by Newhouse Newspapers

*Belden Associates CMS, Oct.-Dec. 1980

LA. (cont.)
S&MM ESTIMATES

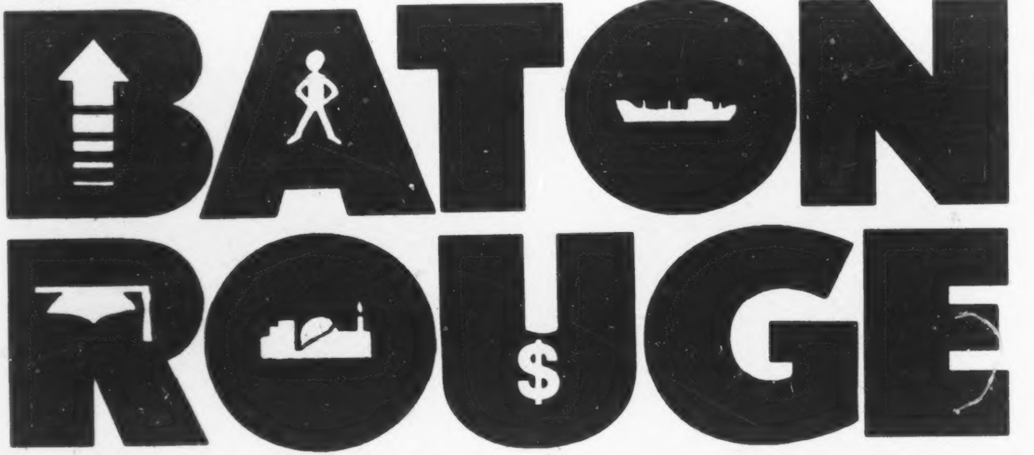
METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
St. Bernard	65.1	.0285	27.0	13.8	18.0	19.6	16.0	21.2	181,617	90,916	14,154	24,233	5,170	8,550	8,402
St. Tammany	114.5	.0501	28.2	10.8	17.5	16.9	21.1	37.2	350,661	95,450	28,897	35,855	7,125	70,253	10,387
SUBURBAN TOTAL	643.3	.2815	27.5	12.6	19.5	17.8	17.6	219.7	2,859,892	775,452	208,623	440,409	145,590	523,738	90,555
SHREVEPORT	**379.6**	**.1661**	**29.1**	**12.7**	**16.1**	**16.0**	**24.5**	**135.6**	**1,562,664**	**306,368**	**112,978**	**256,130**	**70,734**	**368,731**	**36,758**
Bossier	81.7	.0358	26.4	14.7	19.0	16.2	17.5	27.4	225,266	52,760	21,842	30,376	7,704	50,697	6,761
Bossier City	50.5	.0221	25.6	15.5	19.7	17.9	13.5	17.0	209,659	48,905	20,246	29,357	7,391	46,234	6,249
Caddo	254.0	.1111	29.7	12.2	15.4	16.0	25.8	92.3	1,190,278	210,164	86,182	211,305	57,329	284,947	25,226
• Shreveport	207.6	.0909	30.0	12.3	16.0	16.0	26.0	76.9	1,081,036	190,431	81,059	178,161	54,236	274,276	23,487
Webster	43.9	.0192	32.0	11.5	14.9	15.4	30.1	15.9	147,120	43,444	4,954	14,449	5,701	33,087	4,771
SUBURBAN TOTAL	172.0	.0752	28.1	13.1	16.3	16.0	22.7	58.7	481,628	115,937	31,919	77,969	16,498	94,455	13,271
OTHER COUNTIES															
Acadia	56.8	.0248	28.9	11.8	15.1	15.1	25.7	18.4	154,931	41,739	8,388	14,381	4,389	30,061	8,620
Allen	21.4	.0094	29.7	11.0	15.6	15.0	26.7	7.4	61,230	15,534	3,120	5,299	2,009	17,410	2,315
Assumption	22.3	.0098	26.4	13.4	16.2	13.2	22.9	6.6	35,591	9,730	2,037	6,332	1,939	9,222	1,369
Avoyelles	41.7	.0182	31.0	10.6	13.4	14.7	30.0	13.8	106,247	33,852	3,485	10,344	2,683	29,989	6,461
Beauregard	30.2	.0132	28.9	13.2	16.3	15.2	24.8	9.8	110,415	27,258	3,180	7,066	4,029	31,977	1,995
Bienville	16.4	.0072	33.3	11.4	13.0	13.2	34.6	5.9	28,264	9,392	466	1,380	205	6,074	1,284
Caldwell	10.9	.0047	33.0	10.8	12.8	14.2	33.2	4.0	26,395	8,894	691	2,322	129	6,482	1,562
Cameron	9.4	.0041	29.2	11.9	17.0	16.9	23.2	3.1	19,716	6,651	2,334	1,460	106		227
Catahoula	12.3	.0054	29.5	10.5	15.0	14.0	27.7	4.2	30,521	6,735	1,129	1,874	1,867	7,558	2,012
Claiborne	17.1	.0075	36.6	10.0	11.9	14.0	37.5	6.2	44,681	11,491	1,758	2,540	1,915	15,090	1,596
Concordia	23.0	.0101	28.1	11.9	15.7	16.1	23.0	7.7	58,411	12,121	3,028	5,950	3,464	16,004	2,134
De Soto	25.9	.0113	32.1	10.9	12.4	13.2	33.2	9.1	55,150	18,959	2,043	4,340	1,735	12,204	1,565
East Carroll	11.6	.0050	27.1	11.1	12.0	13.0	27.5	3.6	28,620	7,046	819	1,905	158	5,619	1,519
East Feliciana	19.2	.0084	29.6	11.2	14.4	13.8	28.3	5.2	26,966	7,698	1,594	449	149	9,579	1,002
Evangeline	33.4	.0147	30.1	11.3	14.4	14.9	28.0	11.4	88,477	25,850	1,910	7,131	5,353	26,190	6,271
Franklin	24.1	.0105	30.3	10.6	12.7	14.2	29.8	8.2	64,389	19,230	1,004	6,687	1,698	15,779	3,813
Iberia	64.4	.0282	27.2	11.7	16.2	15.4	21.9	20.3	266,297	61,620	16,642	24,387	12,015	70,612	11,321
Iberville	32.2	.0141	27.5	12.9	15.2	14.5	24.1	9.8	88,004	26,072	7,590	7,259	2,708	17,698	4,401

Take a closer look. Couldn't you increase sales in our market?

Between 1970 & 1980 moved from 83rd to 63rd on list of America's largest cities.

SMSA pop. 493,955*

4th largest port in America**



College student population of 37,000

2nd largest oil refinery in nation***

Highest effective buying income per household in Louisiana, $22,293*

**MORNING ADVOCATE
STATE TIMES**

Increase sales in the youngest, most affluent major market in Louisiana with the fastest growing newspapers in Louisiana, the State-Times & Morning Advocate. For the full story on using our newspapers to sell in the Baton Rouge market, call Mike Nola (504) 388-0272. Or talk to our national representative, Branham; there's an office in most major cities.

*S&MM Survey of Buying Power **U.S. Army Corp of Engineers ***Mid-Continent Oil & Gas Association

LA. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Jackson	17.4	.0076	32.9	11.4	14.5	14.1	32.8	6.2	42,092	12,338	1,526	5,803	2,472	9,523	1,548
Jefferson Davis	32.4	.0142	28.9	11.2	15.0	15.5	25.3	10.6	115,158	28,067	5,294	8,805	2,525	32,465	5,970
Lafourche	83.6	.0366	26.1	15.7	17.6	15.9	18.5	26.1	301,203	79,454	30,094	29,466	14,811	59,083	13,221
La Salle	17.3	.0076	32.8	10.7	13.7	15.5	31.4	6.2	47,339	17,149	1,747	2,978	1,470	11,447	2,412
Lincoln	40.2	.0176	24.0	30.5	12.4	11.2	22.2	12.6	130,283	26,720	11,016	11,464	4,224	29,494	4,532
Madison	14.7	.0064	28.0	10.6	12.1	12.4	29.2	4.8	31,727	10,430	1,246	1,971	991	8,394	1,254
Morehouse	35.0	.0154	29.4	10.8	13.0	15.0	27.8	11.8	104,283	26,346	2,874	13,444	2,123	35,575	3,889
Natchitoches	40.3	.0176	27.5	17.8	12.7	12.7	27.7	13.6	98,092	23,107	11,334	7,262	4,120	16,092	2,476
Plaquemines	26.1	.0114	25.7	14.2	19.1	16.5	15.8	7.9	89,236	38,415	14,880	2,996	2,733	3,951	2,278
Pointe Coupee	24.2	.0106	28.1	12.1	13.7	14.2	26.3	7.9	61,936	20,454	2,573	4,541	2,749	18,544	2,635
Red River	10.5	0046	31.2	11.3	12.0	13.3	32.2	3.6	30,411	8,390	1,472	2,711	815	7,281	1,545
Richland	22.2	0097	29.3	11.2	12.3	13.1	29.9	7.3	79,926	25,254	2,088	5,492	4,162	15,659	3,669
Sabine	25.8	.0113	32.0	11.1	13.9	13.3	32.6	9.2	65,704	16,828	1,868	10,687	1,287	20,698	1,800
St. Charles	37.9	.0166	25.9	12.8	17.9	16.9	16.7	11.9	83,011	33,051	5,152	7,464	1,848	11,936	2,408
St. Helena	9.8	.0043	27.6	13.0	13.2	14.0	26.2	3.1	5,851	2,802	178	683	40	527	434
St. James	21.7	.0095	25.3	14.3	15.2	13.7	21.5	6.2	51,795	15,548	1,974	3,146	4,970	7,976	1,683
St. John the Baptist	32.6	.0142	26.0	13.0	18.0	14.4	19.4	9.7	69,946	27,266	6,196	11,648	2,665	4,671	3,037
St. Landry	84.4	.0370	27.6	11.9	14.8	15.1	23.9	27.3	264,593	66,520	11,569	19,046	10,257	59,332	15,185
St. Martin	40.9	.0179	26.3	13.2	16.2	14.5	21.4	12.5	75,399	27,840	7,246	3,668	1,647	19,378	3,899
St. Mary	64.7	.0283	26.2	13.3	18.8	15.2	18.2	20.5	251,411	71,637	23,809	12,245	10,812	45,348	12,816
Tangipahoa	81.9	.0358	25.8	15.7	14.1	13.4	23.6	26.6	330,572	82,815	19,903	38,477	5,502	74,855	11,252
Tensas	8.4	.0037	30.2	10.1	11.1	12.4	32.3	2.9	14,643	3,169	132	1,669	60	5,802	216
Terrebonne	96.0	.0420	24.8	14.1	18.1	15.2	16.3	30.3	472,170	106,624	38,898	90,216	24,339	110,238	13,077
Union	21.3	.0093	32.7	11.3	13.2	14.5	32.5	7.4	42,703	12,904	830	1,219	341	13,006	2,379
Vermilion	49.0	.0215	30.4	11.1	14.7	15.9	27.3	16.5	152,310	42,580	8,092	7,912	3,800	34,448	7,125
Vernon	55.1	.0241	23.4	33.4	13.4	11.7	17.1	16.1	96,125	38,076	6,130	7,087	2,574	14,437	1,467
Washington	44.4	.0194	29.9	11.3	14.1	15.8	27.0	15.6	136,669	50,043	4,372	8,684	6,473	25,539	7,327
West Carroll	12.9	.0056	31.1	10.1	13.6	14.2	30.6	4.5	34,250	8,319	389	4,186	83	12,110	1,227
West Feliciana	12.3	.0054	28.7	20.8	33.2	17.0	12.1	2.4	21,396	6,969	1,244	3,527	455	2,901	926
Winn	17.3	.0076	32.4	11.0	13.9	14.3	32.0	6.1	44,382	14,816	1,829	3,217	480	12,041	1,131
TOTAL METRO COUNTIES	**2,698.6**	**1.1811**	**27.9**	**14.1**	**17.2**	**16.1**	**21.6**	**942.8**	**11,432,585**	**2,632,465**	**904,709**	**1,836,313**	**534,153**	**2,245,079**	**356,150**
TOTAL STATE	**4,251.2**	**1.8605**	**27.8**	**14.0**	**16.5**	**15.5**	**22.6**	**1,444.9**	**16,071,506**	**3,926,268**	**1,191,882**	**2,279,133**	**701,532**	**3,295,378**	**548,435**

LA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALEXANDRIA	**945,492**	**14,988**	**6.4**	**15.3**	**25.7**	**24.3**	**.0563**
Grant	81,865	11,136	6.8	16.5	21.9	15.3	.0045
Rapides	863,627	15,545	6.4	15.2	26.2	25.4	.0518
• Alexandria	343,480	13,805	7.3	15.9	22.3	24.3	0273
SUBURBAN TOTAL	602,012	15,565	5.9	15.1	27.6	24.2	.0290
BATON ROUGE	**4,098,162**	**21,345**	**4.3**	**10.9**	**23.5**	**41.3**	**.2253**
Ascension	319,068	18,671	4.5	10.3	24.5	33.9	.0196
East Baton Rouge	3,318,239	22,841	4.1	10.6	22.5	44.9	.1812
• Baton Rouge	2,089,807	21,276	4.5	11.9	21.8	41.9	1224
Livingston	350,673	16,773	5.3	13.5	28.1	26.9	.0187
West Baton Rouge	110,182	16,231	6.4	11.4	24.2	29.0	.0058
SUBURBAN TOTAL	2,008,355	21,398	4.2	10.1	24.8	40.7	.1029
LAFAYETTE	**1,271,076**	**19,861**	**5.1**	**12.0**	**23.7**	**37.9**	**.0738**
Lafayette	1,271,076	19,861	5.1	12.0	23.7	37.9	.0738
• Lafayette	726,232	19,354	5.2	12.4	22.8	37.4	0494
SUBURBAN TOTAL	544,844	20,451	4.9	11.5	24.5	38.6	.0244

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
LAKE CHARLES	**1,246,405**	**19,524**	**4.6**	**12.0**	**26.9**	**34.9**	**.0722**
Calcasieu	1,246,405	19,524	4.6	12.0	26.9	34.9	.0722
• Lake Charles	568,183	18,464	4.9	12.9	25.5	33.6	.0392
SUBURBAN TOTAL	678,222	20,271	4.3	11.3	28.0	36.1	.0330
MONROE	**959,314**	**16,190**	**6.0**	**14.2**	**24.7**	**28.6**	**.0576**
Ouachita	959,314	16,190	6.0	14.2	24.7	28.6	.0576
• Monroe	398,004	14,412	6.8	15.4	20.9	27.4	.0293
SUBURBAN TOTAL	561,310	17,419	5.5	13.3	27.2	29.6	.0283
NEW ORLEANS	**9,903,287**	**19,907**	**4.6**	**12.0**	**25.8**	**36.9**	**.5324**
Jefferson	4,286,976	24,468	3.1	9.4	27.1	48.4	.2311
Orleans	4,468,484	16,406	5.7	13.6	23.1	30.6	.2374
• New Orleans	4,468,484	16,406	5.7	13.6	23.1	30.6	2374
St. Bernard	476,745	21,482	3.5	10.3	36.4	36.8	.0245
St. Tammany	671,082	15,304	5.8	15.0	28.3	22.5	.0394
SUBURBAN TOTAL	5,434,803	22,616	3.6	10.4	28.3	42.9	.2950

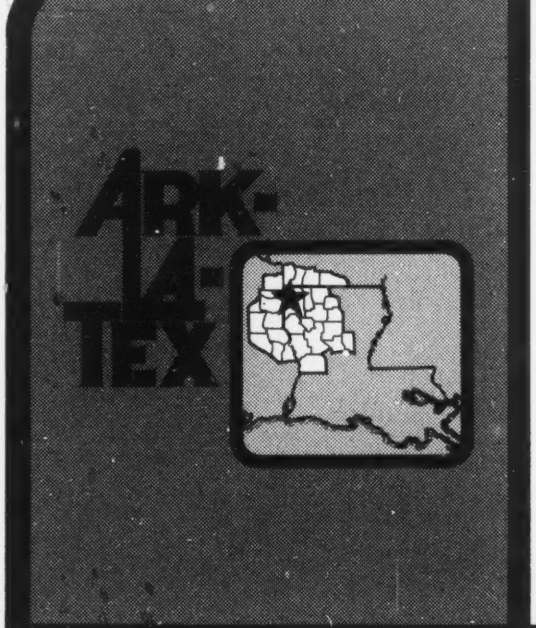
Is a college dorm a 'household'?

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

LA. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SHREVEPORT	**2,759,066**	**17,270**	**5.4**	**13.4**	**25.2**	**30.8**	**.1579**
Bossier	548,998	18,503	4.9	13.7	29.5	31.3	.0293
Bossier City	367,797	20,328	4.3	13.5	31.9	35.6	.0211
Caddo	1,979,193	17,866	5.4	12.8	23.3	33.5	.1138
• Shreveport	1,707,530	18,650	5.2	12.6	23.6	35.3	.0988
Webster	230,875	12,992	6.2	16.0	29.1	14.4	.0148
SUBURBAN TOTAL	1,051,536	15,819	5.6	14.4	27.5	25.0	.0591
OTHER COUNTIES							
Acadia	277,440	11,683	8.3	17.1	23.3	15.8	.0174
Allen	86,300	9,213	7.4	17.2	22.6	7.5	.0061
Assumption	110,614	14,227	7.1	14.9	27.0	20.6	.0061
Avoyelles	170,049	8,983	8.1	15.8	19.1	11.2	.0116
Beauregard	189,874	16,419	5.1	13.6	25.9	28.6	.0113
Bienville	77,494	10,183	7.4	15.5	21.6	13.5	.0045
Caldwell	54,201	10,111	8.6	15.9	22.2	12.4	.0032
Cameron	58,482	17,817	5.2	15.6	32.7	26.0	.0030
Catahoula	51,721	9,439	7.9	17.7	20.1	10.0	.0034
Claiborne	90,645	10,312	6.5	12.7	21.0	17.1	.0054
Concordia	138,619	14,136	5.9	13.0	21.6	26.2	.0077
De Soto	140,446	10,871	7.2	13.7	19.7	18.9	.0079
East Carroll	43,735	7,391	7.9	13.7	14.1	11.0	.0031
East Feliciana	88,141	12,967	6.9	14.9	21.7	22.9	.0049
Evangeline	158,027	9,480	7.2	13.4	19.9	15.0	.0101
Franklin	89,601	7,534	7.1	15.3	17.1	8.5	.0065
Iberia	412,313	17,705	5.4	12.6	24.9	31.8	.0254
Iberville	172,296	13,746	6.1	12.7	21.6	25.3	.0102
Jackson	108,788	14,635	6.0	12.9	24.2	24.8	.0058
Jefferson Davis	185,895	14,204	6.9	14.0	23.5	24.5	.0115
Lafourche	557,427	19,223	4.7	13.5	31.8	31.5	.0321
La Salle	89,885	11,783	7.5	17.3	25.3	13.7	.0056
Lincoln	259,258	14,877	6.2	13.7	21.8	27.8	.0146
Madison	50,431	6,261	7.6	11.6	13.1	9.0	.0036
Morehouse	183,727	11,827	7.0	12.8	21.9	20.5	.0113
Natchitoches	206,897	10,103	7.6	14.7	17.1	18.5	.0123
Plaquemines	178,505	20,436	4.2	12.9	30.4	36.0	.0100
Pointe Coupee	131,048	12,243	6.3	14.7	20.2	22.3	.0076
Red River	38,920	7,459	6.2	14.5	18.2	8.8	.0028
Richland	109,579	10,888	7.0	12.5	20.7	19.3	.0074
Sabine	100,495	8,483	7.2	18.6	19.2	6.7	.0072
St. Charles	265,968	21,433	4.1	11.7	27.0	38.6	.0132
St. Helena	42,526	10,014	8.8	16.5	17.7	15.9	.0023
St. James	131,773	20,519	4.4	9.7	25.2	36.4	.0071
St. John the Baptist	208,703	20,857	5.1	10.0	23.6	37.9	.0107
St. Landry	436,772	12,016	6.2	13.5	21.1	20.9	.0277
St. Martin	180,362	11,614	7.1	16.2	23.5	15.7	.0108
St. Mary	463,778	20,524	4.7	11.2	24.8	38.9	.0263
Tangipahoa	376,789	10,169	8.1	15.0	20.7	14.9	.0278
Tensas	34,203	6,866	7.8	10.7	14.1	12.2	.0022
Terrebonne	681,641	20,911	4.1	11.1	30.1	36.4	.0418
Union	120,434	13,418	7.0	13.0	24.6	21.4	.0065
Vermilion	329,480	15,998	6.0	13.8	23.4	29.5	.0181
Vernon	386,752	10,289	10.7	26.1	19.9	5.6	.0186
Washington	238,373	12,214	6.4	14.4	24.0	18.1	.0146
West Carroll	62,927	10,163	6.4	14.3	20.6	15.6	.0039
West Feliciana	48,294	14,254	5.3	12.4	19.4	28.8	.0031
Winn	91,963	10,976	6.8	16.6	23.8	13.0	.0054
TOTAL METRO COUNTIES	**21,182,802**	**19,242**	**4.9**	**12.3**	**25.1**	**35.6**	**1.1755**
TOTAL STATE	**29,894,393**	**17,167**	**5.4**	**13.0**	**24.4**	**31.1**	**1.6952**



SHREVEPORT

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Agent For
The Times Shreveport Journal

Circulation: M & E 120,001 MORNING 86,508
SUNDAY 125,326 EVENING 34,182
(ABC AUDIT REPORT ENDING DEC. 28, 1980)
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES
S&MM Survey of Buying Power, July 1981

MAINE

MAINE
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BANGOR	**137.9**	**.0604**	**28.4**	**16.7**	**16.5**	**15.7**	**23.3**	**46.8**	**606,247**	**141,367**	**39,436**	**74,090**	**33,020**	**113,870**	**18,703**
Penobscot	137.9	.0604	28.4	16.7	16.5	15.7	23.3	46.8	606,247	141,367	39,436	74,090	33,020	113,870	18,703
• Bangor	31.5	.0138	29.4	17.3	16.4	14.4	26.4	11.3	308,732	48,977	22,008	61,544	23,156	63,807	8,237
SUBURBAN TOTAL	106.4	.0466	28.1	16.6	16.6	16.1	22.4	35.5	297,515	92,390	17,428	12,546	9,864	50,063	10,466
LEWISTON - AUBURN	**100.2**	**.0438**	**31.0**	**12.7**	**16.0**	**15.9**	**27.7**	**35.8**	**408,300**	**91,912**	**32,817**	**54,088**	**11,592**	**78,729**	**8,281**
Androscoggin	100.2	.0438	31.0	12.7	16.0	15.9	27.7	35.8	408,300	91,912	32,817	54,088	11,592	78,729	8,281
• Auburn	22.9	.0100	32.4	11.0	14.6	16.9	29.2	8.3	152,073	31,141	10,854	20,485	3,369	54,885	1,941
• Lewiston	40.3	.0176	31.6	14.1	15.8	15.3	29.3	15.1	205,292	42,859	18,852	31,848	6,947	20,208	4,864
SUBURBAN TOTAL	37.0	.0162	29.6	12.3	17.1	16.0	24.8	12.4	50,935	17,912	3,111	1,755	1,276	3,636	1,476
PORTLAND	**246.5**	**.1079**	**30.9**	**12.7**	**16.7**	**16.0**	**27.2**	**90.5**	**1,256,831**	**277,352**	**88,635**	**156,635**	**40,418**	**176,751**	**35,490**
Cumberland	217.3	.0951	30.9	13.0	16.5	16.1	27.2	80.2	1,194,533	256,951	85,361	154,810	39,100	160,248	33,738
• Portland	61.2	.0268	32.8	13.3	14.7	15.1	31.6	25.5	361,848	82,869	35,599	26,469	12,342	57,571	8,749
Sagadahoc	29.2	.0128	30.7	10.9	17.8	15.2	27.1	10.3	62,298	20,401	3,274	1,825	1,318	16,503	1,752
SUBURBAN TOTAL	185.3	.0811	30.4	12.5	17.4	16.3	25.6	65.0	894,983	194,483	53,036	130,166	28,076	119,180	26,741
OTHER COUNTIES															
Aroostook	91.1	.0399	27.4	13.6	16.7	15.7	21.7	29.7	325,360	76,848	18,666	40,891	15,714	56,624	12,948
Franklin	27.4	.0120	29.8	13.8	16.5	15.8	25.7	9.7	86,581	20,559	7,491	8,170	1,599	17,184	2,516
Hancock	42.3	.0185	33.2	10.8	15.4	15.7	31.6	15.8	180,395	48,474	18,302	18,865	5,770	25,307	5,329
Kennebec	111.0	.0486	30.8	12.1	16.2	16.4	26.8	39.5	483,347	111,969	34,155	64,310	19,679	87,074	13,292
Knox	33.2	.0145	34.3	10.0	14.8	16.3	32.6	12.4	135,052	34,381	10,055	10,448	2,794	19,070	4,690
Lincoln	26.1	.0114	34.5	8.6	15.1	15.9	33.3	9.7	91,254	23,677	9,956	1,219	3,803	10,696	1,778
Oxford	49.3	.0216	32.4	9.8	15.1	16.8	29.3	17.8	143,319	40,516	12,177	12,246	2,893	24,078	8,291
Piscataquis	17.7	.0077	33.3	10.2	14.7	16.1	31.3	6.4	53,343	20,218	2,821	3,263	2,038	7,993	2,309
Somerset	45.3	.0198	31.2	10.2	16.4	16.3	27.5	15.6	125,410	39,636	6,676	2,678	4,314	18,919	6,730
Waldo	28.8	.0126	30.3	11.4	15.6	15.9	26.7	10.1	66,533	20,443	5,922	2,727	1,678	10,563	3,524
Washington	35.3	.0155	33.4	10.1	13.8	16.3	31.5	12.5	113,717	37,648	6,950	10,809	2,891	10,340	3,690
☐ York	142.2	.0622	31.1	12.0	16.2	16.0	27.7	51.1	502,399	116,060	55,397	31,273	15,082	82,940	19,429
TOTAL METRO COUNTIES	**626.8**	**.2743**	**30.4**	**13.4**	**16.5**	**15.9**	**26.5**	**224.2**	**2,773,777**	**626,691**	**216,285**	**316,086**	**100,112**	**452,290**	**81,903**
TOTAL STATE	**1,134.3**	**.4964**	**30.7**	**12.5**	**16.2**	**16.0**	**27.1**	**403.4**	**4,578,088**	**1,101,060**	**349,456**	**491,712**	**163,285**	**740,138**	**147,000**

MAINE
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BANGOR	**887,219**	**16,768**	**5.9**	**17.2**	**33.0**	**23.4**	**.0554**
Penobscot	887,219	16,768	5.9	17.2	33.0	23.4	.0554
• Bangor	212,867	15,849	6.8	17.3	29.9	22.8	.0182
SUBURBAN TOTAL	674,352	17,011	5.7	17.1	34.1	23.5	.0372
LEWISTON - AUBURN	**601,770**	**15,030**	**7.2**	**19.0**	**34.3**	**15.8**	**.0381**
Androscoggin	601,770	15,030	7.2	19.0	34.3	15.8	.0381
• Auburn	151,177	15,737	7.3	17.9	33.8	19.0	.0109
• Lewiston	240,893	13,993	7.8	19.6	32.2	13.8	.0166
SUBURBAN TOTAL	209,700	15,744	6.4	19.1	37.0	16.3	.0106
PORTLAND	**1,856,564**	**18,290**	**5.1**	**14.9**	**32.7**	**28.6**	**.1119**
Cumberland	1,662,864	18,422	5.2	14.9	32.5	29.0	.1021
• Portland	515,438	17,258	6.2	15.1	27.0	29.5	.0308
Sagadahoc	193,700	17,374	4.4	15.3	33.8	25.3	.0098
SUBURBAN TOTAL	1,341,126	18,596	4.7	14.8	34.9	28.2	.0811

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Aroostook	507,779	14,707	7.2	21.6	32.2	16.5	.0319
Franklin	192,486	18,134	6.4	15.7	33.7	26.5	.0104
Hancock	275,654	15,024	7.1	18.5	31.1	19.0	.0169
Kennebec	820,671	18,307	4.9	15.7	32.0	29.2	.0473
Knox	217,785	14,977	6.6	18.3	31.6	18.3	.0131
Lincoln	156,334	13,978	6.9	19.3	30.8	15.8	.0095
Oxford	304,003	16,014	6.3	18.0	35.9	17.8	.0171
Piscataquis	105,852	14,589	8.2	21.9	32.3	16.0	.0061
Somerset	264,659	14,806	6.8	20.5	32.2	17.1	.0151
Waldo	174,677	14,717	7.7	20.1	31.3	17.6	.0094
Washington	192,492	12,681	8.0	18.6	26.5	15.3	.0119
☐ York	918,995	16,181	5.7	17.4	34.5	20.1	.0534
TOTAL METRO COUNTIES	**4,264,548**	**16,901**	**5.8**	**16.6**	**33.4**	**23.5**	**.2588**
TOTAL STATE	**7,476,940**	**16,336**	**6.1**	**17.5**	**32.9**	**22.0**	**.4475**

Make it to the top.

- Best coverage of the Maine market — 54% of all households in eight northern Maine counties.
- Only newspaper in the U.S. that gives 50% or better household coverage of 2 ADI's.
- Largest daily in Northern New England and 4th largest in ALL New England. Reaching 81,061 households daily.
- Highest automotive, food, liquor and total retail sales of any market in Northern New England based on 40% or better household coverage.
- Increase in national lineage of 25% over the past year, 60% over the last five years.
- Growing faster than the Boston Globe, Providence Journal/Bulletin and Portland Press Herald/Express over a five year period.

Bangor Daily News On top of New England.
Contact Sawyer-Ferguson-Walker

MARYLAND

MD. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BALTIMORE	**2,180.6**	**.9543**	**31.2**	**13.1**	**16.7**	**18.0**	**25.6**	**768.0**	**9,438,116**	**2,362,824**	**847,013**	**1,164,237**	**392,160**	**1,659,321**	**317,855**
Anne Arundel	376.8	.1649	29.1	13.4	18.7	18.8	20.1	124.6	1,722.729	439,514	155,382	225,134	62,009	327,914	52,957
Baltimore	657.7	.2878	32.2	12.6	16.7	19.7	25.6	241.9	4,049,412	1,043,780	319,404	609,457	187,213	666,592	113,715
Baltimore city	776.1	.3397	32.4	13.7	14.9	15.8	30.4	279.9	2,394,348	541,102	262.963	221,889	99,323	452,229	101,027
• Baltimore	776.1	.3397	32.4	13.7	14.9	15.8	30.4	279.9	2,394,348	541,102	262,963	221,889	99,323	452,229	101,027
Carroll	98.6	.0431	31.7	12.1	16.9	17.2	27.2	31.6	320,461	90,588	19,679	13,187	9,741	59,384	15,777
Harford	148.3	.0649	28.3	13.9	18.9	18.7	18.7	47.8	497,239	139,993	44,610	41,858	14,873	79,173	22,744
Howard	123.1	.0539	29.4	10.6	18.3	20.7	19.1	42.2	453,927	107,847	44,975	52,712	19,001	74,029	11,635
SUBURBAN TOTAL	1,404.5	.6146	30.6	12.7	17.8	19.2	22.9	488.1	7,043,768	1,821,722	584,050	942,348	292,837	1,207,092	216,828
CUMBERLAND	**107.7**	**.0471**	**33.9**	**12.5**	**14.8**	**16.4**	**32.0**	**39.3**	**392,864**	**97,973**	**31,059**	**51,201**	**19,268**	**61,414**	**20,579**
Allegany	80.1	.0351	35.4	12.7	13.8	16.7	33.7	29.7	343,690	85,982	27,871	45,638	17,140	52,598	19,349
• Cumberland	25.6	0112	38.1	9.2	9.6	17.0	36.5	10.5	178,961	37,978	12,418	23,229	8,524	26,338	9,050
Mineral, W. Va.	27.6	.0120	30.7	12.2	17.4	15.5	27.0	9.6	49,174	11,991	3,188	5,563	2,128	8,816	1,230
SUBURBAN TOTAL	82.1	.0359	33.0	13.6	16.4	16.2	30.6	28.8	213,903	59,995	18,641	27,972	10,744	35,076	11,529
HAGERSTOWN	**113.6**	**.0497**	**32.8**	**13.1**	**15.5**	**17.7**	**28.9**	**40.6**	**577,146**	**115,145**	**33,800**	**83,381**	**21,633**	**82,773**	**19,012**
Washington	113.6	.0497	32.8	13.1	15.5	17.7	28.9	40.6	577,146	115,145	33,800	83,381	21,633	82,773	19,012
• Hagerstown	34.0	0149	35.7	12.4	14.4	16.3	34.6	14.0	315,433	72,011	21,985	37,037	9,884	75,090	8,433
SUBURBAN TOTAL	79.6	.0348	31.7	13.4	16.0	18.3	26.5	26.6	261,713	43,134	11,815	46,344	11,749	7,683	10,579
OTHER COUNTIES															
Calvert	35.8	.0156	28.9	10.7	15.1	14.5	26.2	11.2	72,057	26,777	7,011	1,249	3,010	11,325	3,447
Caroline	23.4	.0103	34.6	10.2	13.5	15.9	33.6	8.4	87,374	27,857	2,697	1,141	1,204	21,694	2,852
☐ Cecil	61.0	.0267	29.8	12.7	16.8	17.4	23.9	19.8	256,607	54,198	19,991	7,140	6,995	47,387	5,820
☐ Charles	74.8	.0327	27.3	11.5	20.2	16.5	18.0	22.2	261,282	65,514	21,098	9,921	8,500	61,559	24,074
Dorchester	30.7	.0135	37.1	10.2	13.4	16.9	35.5	11.4	102,264	27,724	8,170	7,634	2,398	9,071	4,098
Frederick	116.7	.0511	30.9	13.0	16.4	17.3	25.9	38.3	497,530	98,855	34,709	65,150	15,877	83,197	16,718
Garrett	26.9	.0117	32.9	9.8	14.6	15.9	31.0	9.0	97,603	29,216	3,505	5,016	4,834	27,540	3,353
Kent	16.7	.0073	33.6	13.7	13.7	15.6	32.5	6.2	69,681	23,908	5,835	4,786	1,954	10,504	2,989
☐ Montgomery	583.1	.2552	31.3	11.6	17.6	20.3	23.3	211.7	3,330,090	716,032	246,133	577,418	192,511	567,881	132,501
Rockville	44.0	0193	28.2	11.7	19.5	21.6	15.1	14.6	372,354	66,448	34,551	23,187	26,372	81,857	11,564
☐ Prince George's	664.7	.2909	27.5	16.1	22.0	17.4	16.1	227.3	3,408,061	757,664	240,654	508,222	127,995	659,135	154,534
Queen Anne's	26.1	.0114	34.6	10.9	14.2	16.1	33.4	9.1	65,475	17,566	7,316	1,247	1,347	15,782	1,069
St. Mary's	61.0	.0267	24.4	18.5	19.5	13.3	15.6	19.4	158,117	39,420	13,078	13,416	8,370	25,400	5,695
Somerset	19.2	.0084	35.0	12.7	11.9	14.8	35.2	6.8	35,685	11,612	3,503	1,117	1,043	5,881	874
Talbot	25.7	.0113	38.4	9.9	13.5	16.1	37.6	10.1	162,571	39,608	13,269	2,127	8,914	33,621	6,284
Wicomico	65.3	.0286	32.7	12.2	14.9	17.3	29.2	23.4	359,840	84,219	25,681	52,403	14,163	62,949	11,082
Worcester	31.4	.0137	35.1	10.2	13.6	17.0	33.1	12.0	244,040	63,712	40,663	7,817	8,078	52,262	7,893
TOTAL METRO COUNTIES	**3,757.9**	**1.6446**	**30.4**	**13.3**	**17.8**	**18.2**	**23.6**	**1,319.3**	**17,614,992**	**4,157,359**	**1,436,560**	**2,395,957**	**766,934**	**3,130,654**	**673,145**
TOTAL STATE	**4,236.8**	**1.8542**	**30.5**	**13.2**	**17.5**	**18.0**	**24.1**	**1,484.6**	**19,567,229**	**4,647,833**	**1,601,997**	**2,559,060**	**838,126**	**3,489,880**	**739,499**

MD. S&MM ESTIMATES	EFFECTIVE BUYING INCOME 1980						
METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BALTIMORE	**16,739,556**	**19,388**	**4.6**	**14.2**	**33.2**	**31.9**	**.9454**
Anne Arundel	2,605,479	18,869	4.7	16.2	38.2	27.5	.1583
Baltimore	6,282,590	23,045	2.9	10.3	34.6	43.2	.3565
Baltimore city	4,977,478	15,367	6.4	17.2	29.8	21.5	.2796
• Baltimore	4,977,478	15,367	6.4	17.2	29.8	21.5	.2796
Carroll	631,853	18,510	5.1	15.2	36.0	27.0	.0359
Harford	1,123,279	20,636	4.1	14.2	33.7	35.7	.0594
Howard	1,118,877	24,753	3.0	10.0	29.5	49.2	.0557
SUBURBAN TOTAL	11,762,078	21,493	3.6	12.5	35.0	37.9	.6658
CUMBERLAND	**607,021**	**14,336**	**5.9**	**18.6**	**32.7**	**14.6**	**.0385**
Allegany	459,663	14,307	5.9	18.9	32.7	14.5	.0304
• Cumberland	154,745	12,885	6.7	18.9	29.6	12.6	.0121
Mineral, W. Va.	147,358	14,436	6.1	16.8	33.0	14.9	.0081
SUBURBAN TOTAL	452,276	14,803	5.7	18.4	33.9	15.3	.0264
HAGERSTOWN	**765,979**	**17,124**	**5.7**	**15.7**	**33.2**	**24.6**	**.0490**
Washington	765,979	17,124	5.7	15.7	33.2	24.6	.0490
• Hagerstown	235,547	14,864	7.0	17.3	30.4	19.1	.0193
SUBURBAN TOTAL	530,432	18,220	5.0	14.9	34.9	27.4	.0297
OTHER COUNTIES							
Calvert	193,127	15,262	6.5	18.4	31.7	19.2	.0106
Caroline	128,700	13,350	7.0	18.6	29.6	14.9	.0084
☐ Cecil	391,457	16,744	6.2	19.3	36.8	20.8	.0241
☐ Charles	578,132	24,114	3.3	9.4	27.3	47.4	.0307
Dorchester	183,456	13,776	7.9	17.5	27.5	18.4	.0109
Frederick	836,190	19,831	3.8	14.5	32.4	33.4	.0487
Garrett	121,203	11,537	9.3	20.9	26.6	9.3	.0087
Kent	113,417	14,810	7.5	17.2	27.6	21.7	.0067
☐ Montgomery	6,814 447	28,988	2.3	7.9	22.7	59.9	.3423
Rockville	394,890	25,506	2.5	9.1	28.2	51.6	.0263
☐ Prince George's	6,008,350	24,597	2.8	10.2	30.1	48.7	.3297
Queen Anne's	172,223	16,004	6.0	15.1	27.3	25.8	.0090
St. Mary's	372,610	15,476	6.4	21.1	30.1	21.8	.0206
Somerset	112,443	10,651	8.5	17.2	22.8	12.6	.0058
Talbot	199,761	15,423	8.0	17.1	27.6	23.6	.0129
Wicomico	422,255	15,826	6.8	16.1	30.8	21.9	.0285
Worcester	200,595	13,985	6.7	16.1	26.9	19.9	.0158
TOTAL METRO COUNTIES	**31,757,584**	**21,268**	**4.0**	**12.7**	**30.9**	**38.8**	**1.7516**
TOTAL STATE	**34,813,564**	**20,658**	**4.3**	**13.1**	**30.7**	**37.0**	**1.9382**

We deliver the readers that become customers

The Sun newspapers reach more professional, well-educated, active consumers than any other newspapers in the nation's 14th largest market. Every week, 85% of the market's adults read The Sun newspapers. And in a market with an annual effective buying income of $15 billion, that's a lot of sales potential.

Every Sunday, 911,000 Baltimore adults put their confidence in The Sun's ability to provide the news, information and entertainment their active lifestyles demand. 816,000 adults (unduplicated morning/evening readership) turn to the Daily Sun.

With one morning, evening and Sunday insertion, we reach 74% of the Baltimoreans with household incomes $25,000 or more — 77% of the homeowners — 79% of the adults who use credit cards — 78% of the car owners. We deliver the readers that become customers. That's why 77% of the Baltimore newspaper advertising linage is placed in The Sun newspapers.

For complete profiles of your customers in the Baltimore market, contact our Marketing Manager at (301) 332-6241 or your CWO&O representative.

The Baltimore Sun Newspapers

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee
Sunday Metropolitan Newspapers The Leonard Company

Sources: The Scarborough Report, 1980, Media Records, 1980, Survey of Buying Power, 1980.

Lowell, Mass. The New **New England Marketplace**

"The changes in the region, and in Lowell in particular, are startlingly obvious. . ."

The New York Times
January 22, 1980

". . .Meanwhile, Lowell's stunning revitalization has already made it a focal point for architects and city planners around the country looking for advice and guidance."

Dun's Review Magazine
July, 1980

"In just 8 months, few cities have ever received such positive national publicity. It's a great tribute to her people, her citizen-leaders and to the companies committing to "The Lowell Investment." Shouldn't you be here?

And if you're in business and want to reach the heart of this market, Greater-Lowell, reach them through The SUN, read by more than 70% of the households every evening.[1] ***Greater-Lowell*** ranked 51st nationally in spendable income per household: $22,985.[3]

The Sun

Make It in Massachusetts with The SUN
15 Kearney Square, Lowell, MA. 01852 Area code, 617-458-7100

1. Sun Research, Ask for report 84A on your business letterhead
3. Standard Rate & Data Service, July 12, 1980, p. 126 & p. 375

MASSACHUSETTS

MASS. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**3,658.5**	**1.6011**	**31.2**	**13.9**	**17.2**	**16.1**	**27.3**	**1,309.5**	**15,847,767**	**3,488,885**	**1,657,696**	**2,138,988**	**651,069**	**1,859,815**	**566,054**
Essex	633.4	.2772	32.8	11.7	15.8	16.6	29.9	230.7	2,970,183	588,985	312,840	508,459	99,741	395,156	99,036
• Haverhill	46.9	.0205	34.5	11.5	14.3	14.9	34.4	17.9	236,003	51,019	16,820	16,497	11,261	41,607	9,490
• Lawrence	62.9	.0275	34.3	13.0	14.6	14.4	34.5	25.3	215,711	49,928	20,179	5,600	17,083	42,719	9,715
Lynn	77.7	.0340	34.1	12.1	14.9	15.1	33.5	30.8	282,541	67,980	21,754	9,350	12,290	72,246	16,734
Peabody	45.8	.0200	30.7	10.2	19.6	18.4	23.2	15.6	342,636	31,476	17,360	155,436	8,768	23,418	4,360
Salem	38.1	.0167	33.0	14.4	15.2	14.7	32.3	14.8	181,750	58,509	20,781	21,880	8,048	21,252	6,084
Middlesex	**1,364.0**	**.5969**	**30.9**	**13.9**	**18.0**	**16.6**	**26.0**	**480.7**	**5,940,812**	**1,325,639**	**513,349**	**742,765**	**285,976**	**759,518**	**208,288**
Arlington	47.8	.0209	34.2	11.8	17.8	15.2	33.4	18.6	124,688	28,733	6,150	1,737	8,985	34,895	5,292
Cambridge	94.9	.0415	28.6	27.5	23.0	11.1	24.1	40.6	642,846	93,993	67,468	131,276	29,108	30,276	15,571
Everett	36.8	.0161	33.8	13.2	16.2	15.9	32.1	14.1	70,936	22,149	5,777	1,519	5,875	4,443	3,143
Framingham	65.2	.0285	29.9	13.9	20.1	17.7	22.0	23.3	426,440	68,395	59,139	68,070	31,092	64,536	10,653
• Lowell	92.2	.0404	31.4	15.1	15.3	15.1	29.4	34.6	333,276	68,064	22,222	50,285	10,989	83,995	13,046
Malden	53.2	.0233	34.0	12.8	15.9	14.9	33.4	21.0	157,909	35,840	13,255	19,253	6,717	23,053	5,740
Medford	57.6	.0252	33.5	14.5	14.9	16.0	31.7	20.4	237,026	69,049	13,022	12,662	9,265	33,849	18,077
Newton	83.1	.0364	33.8	15.3	14.1	17.1	31.1	28.8	481,737	107,749	48,244	71,549	18,943	51,216	16,603
Somerville	76.6	.0335	31.5	15.2	18.2	14.5	29.2	29.5	220,006	76,430	16,607	18,343	2,884	20,011	8,739
Waltham	57.9	.0253	30.9	17.4	17.7	15.9	26.8	20.2	322,985	61,327	36,304	24,419	29,169	29,820	10,244
Norfolk	**606.6**	**.2655**	**32.1**	**12.4**	**16.5**	**17.4**	**27.8**	**210.5**	**2,558,066**	**628,460**	**218,427**	**320,135**	**107,026**	**322,937**	**84,057**
Brookline	54.8	.0240	37.9	18.2	16.4	12.4	40.0	24.0	156,287	48,561	21,930	2,590	15,606	11,917	5,708
Quincy	84.5	.0370	33.9	13.3	15.5	15.3	33.0	33.4	371,990	87,354	35,994	38,200	17,183	42,691	20,488
Weymouth	55.7	.0244	30.7	12.2	15.5	18.4	24.8	23.0	200,988	52,293	14,298	20,344	6,261	18,594	9,384
Plymouth	**411.7**	**.1802**	**30.1**	**11.0**	**18.3**	**16.3**	**24.8**	**135.8**	**1,725,157**	**405,445**	**163,996**	**235,683**	**64,352**	**212,912**	**57,004**
• Brockton	95.8	.0419	30.7	12.1	17.8	15.5	26.9	33.9	470,895	99,874	55,344	97,333	16,739	48,359	17,541

81% Coverage of Burlington Metro Area!

Sorry...but Vermont is not part of the Boston market!

The strongest Boston paper reaches **less than 1%** of the households in northern Vermont.* So if you don't want to overlook this important market, look beyond to Vermont's largest and most influential paper, The Burlington Free Press.

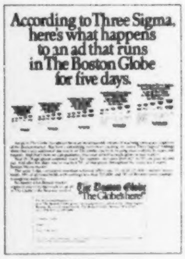
To cover up-state Vermont you need

Offering **81% coverage** of the Burlington Metro Area, with its nearly one-fourth of Vermont's total population!

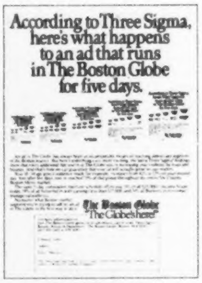
The Burlington Free Press
Burlington, Vt. 802-863-3441 A Gannett Newspaper

*Circulation '80/'81

According to Three Sigma, here's what happens to an ad that runs in The Boston Globe for five days.


According to Three Sigma, here's what happens to an ad that runs in The Boston Globe for five days.

1000 line ad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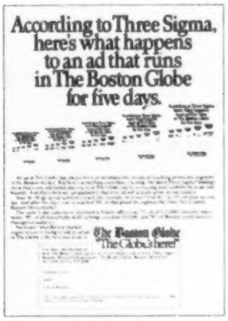
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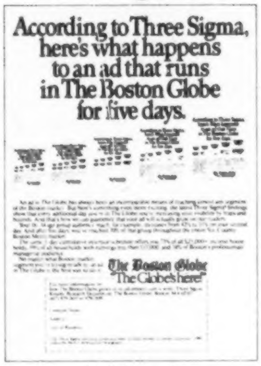
According to Three Sigma, here's what happens to an ad that runs in The Boston Globe for five days.

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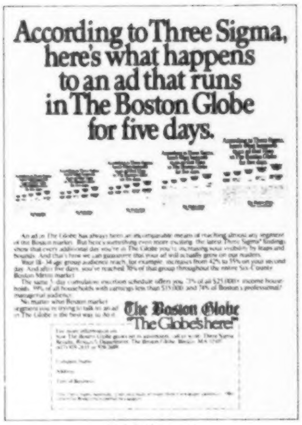

According to Three Sigma, here's what happens to an ad that runs in The Boston Globe for five days.

1000 line ad

An ad in The Globe has always been an incomparable means of reaching almost any segment of the Boston market. But here's something even more exciting: the latest Three Sigma* findings show that every additional day you're in The Globe you're increasing your visibility by leaps and bounds. And that's how we can guarantee that your ad will actually grow on our readers.

Your 18–34 age group audience reach, for example, increases from 42% to 55% on your second day. And after five days, you've reached 70% of that group throughout the entire Six-County Boston Metro market.

The same 5-day cumulative insertion schedule offers you 73% of all $25,000+ income households, 59% of all households with earnings less than $15,000, and 74% of Boston's professional/managerial audience.

No matter what Boston market segment you're trying to talk to, an ad in The Globe is the best way to do it.

The Boston Globe
"The Globe's here!"

For more information on how The Boston Globe grows on its advertisers, call or write: Three Sigma Results, Research Department, The Boston Globe, Boston, MA 02107
(617) 929-2655 or 929-2699

Name ______________________

Company ______________________

Address ______________________

Type of Business ______________________

*The Three Sigma nationally syndicated study of major market newspaper audiences – 1980 edition for Boston metropolitan newspapers.

The Morning Union
and Daily News
The Sunday Republican

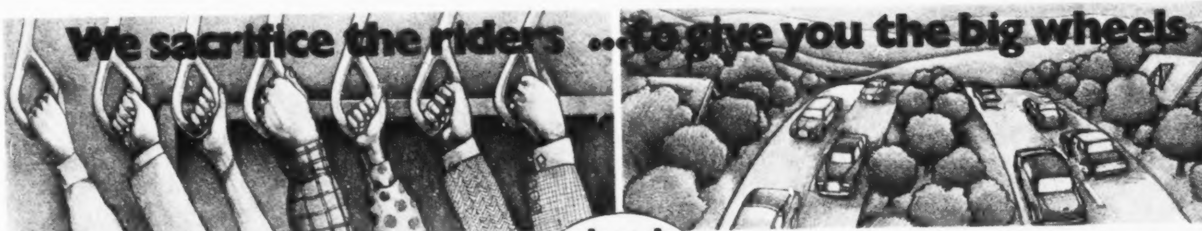
Security Blanket.

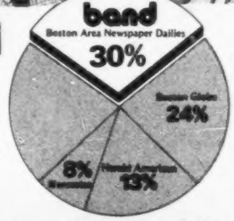
When you buy Springfield you can rest easy. Secure in the knowledge that you've invested wisely. We blanket 85% of the SMSA and have the highest ADI penetration in New England—61%!

Springfield . . . the market of your dreams.

Largest in Massachusetts outside Boston
The Springfield Newspapers
Represented by Newhouse Newspapers

MASS. (cont.) S&MM ESTIMATES METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Suffolk	642.8	.2813	30.3	19.0	16.6	13.5	28.8	251.8	2,653,549	540,356	449,084	331,946	93,974	169,292	117,669
• Boston	556.3	.2435	30.1	19.5	16.5	13.3	28.6	219.4	2,300,612	452,360	416,128	300,796	79,01/	138,474	101,093
Revere	42.3	.0185	33.5	12.6	16.0	16.4	31.3	16.0	185,422	56,154	20,108	16,208	7,580	15,052	3,433
SUBURBAN TOTAL	2,804.4	1.2273	31.3	12.8	17.4	16.8	26.8	978.4	12,291,270	2,767,640	1,127,003	1,668,477	515,980	1,504,661	415,169
NEW BEDFORD - FALL RIVER	**477.3**	**.2088**	**32.5**	**12.1**	**15.6**	**16.3**	**29.8**	**169.2**	**1,993,875**	**459,256**	**173,717**	**310,607**	**112,267**	**266,155**	**59,955**
Bristol	477.3	.2088	32.5	12.1	15.6	16.3	29.8	169.2	1,993,875	459,256	173,717	310,607	112,267	266,155	59,955
• Fall River	92.3	.0404	34.4	12.3	14.5	15.6	33.5	35.2	273,425	70,028	21,655	33,680	20,252	39,403	11,857
• New Bedford	98.2	.0430	35.5	12.0	13.6	16.0	34.5	38.3	295,834	54,477	30,129	12,230	40,545	47,901	11,787
Taunton	45.1	.0197	32.6	11.7	15.9	15.9	30.3	15.7	173,652	52,009	9,487	11,937	11,241	30,396	5,264
SUBURBAN TOTAL	286.8	.1254	31.2	12.0	16.7	16.6	27.0	95.7	1,424,616	334,751	121,933	264,697	51,470	178,851	36,311
PITTSFIELD	**144.5**	**.0633**	**32.7**	**12.8**	**14.8**	**16.2**	**30.4**	**52.8**	**685,001**	**181,001**	**51,829**	**84,053**	**26,086**	**73,935**	**17,321**
Berkshire	144.5	.0633	32.7	12.8	14.8	16.2	30.4	52.8	685,001	181,001	51,829	84,053	26,086	73,935	17,321
• Pittsfield	51.5	.0225	32.9	11.9	14.9	16.5	30.4	19.2	301,169	71,060	16,167	46,687	17,558	34,325	6,814
SUBURBAN TOTAL	93.0	.0408	32.6	13.3	14.9	16.0	30.4	33.6	383,832	109,941	35,662	37,366	8,528	39,610	10,507


We sacrifice the riders ...to give you the big wheels



...in the Boston ADI

We leave the strap hangers of the core city to the metro papers. BAND (Boston Area Newspaper Dailies) covers the suburbs where the serious drivers and car buyers live.
In fact, BAND reaches more 2 car and new car households than any other newspaper in the Boston ADI. And BAND drivers put more mileage on their cars than other newspaper readers.*

Boston Area Newspaper Dailies
band

BAND newspapers dominate the ADI with 30% coverage, following the ADI sales distribution pattern with 82% of its circulation in Mass. and 18% in New Hampshire. Each day 24 local metro dailies reach a total of 602,932 households – 95% within the ADI. Write for all the details in the current *Scarborough Market Report, Boston ADI market, 1980 to:

LANDON ASSOCIATES, INC.
38 Newbury St., Boston, MA 02116

WORCESTER

BUY WORCESTER

Worcester is an integral part of the Boston ADI. 6th largest in the U.S. You must schedule the Worcester newspapers for adequate penetration. Boston newspapers have no significant coverage of the rapidly growing Worcester market, now 4.2 billion dollars in Effective Buying Income. Schedule Worcester now. Most advertisers do.

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
Stake Your Claim Now in the
New Worcester

TG
WORCESTER TELEGRAM & GAZETTE
Daily 144,259 Sunday 108,209
Represented by CWO & O

MASS. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980							
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
SPRINGFIELD - CHICOPEE - HOLYOKE	**581.9**	**.2547**	**30.7**	**15.6**	**15.5**	**15.8**	**27.4**	**204.4**	**2,527,449**	**714,481**	**207,752**	**251,904**	**79,635**	**322,674**	**71,083**
Hampden	441.9	.1934	31.7	13.0	15.8	16.4	28.3	159.2	2,032,155	576,947	155,986	215,612	64,195	275,954	55,821
• Chicopee	54.4	.0238	30.0	14.8	17.3	16.8	24.6	19.3	272,721	95,870	22,015	38,365	5,109	27,614	6,850
• Holyoke	44.3	.0194	34.0	11.8	14.5	14.2	34.4	17.4	166,822	47,623	12,806	8,884	7,494	33,373	7,316
• Springfield	151.4	.0663	32.3	13.7	14.6	15.3	30.8	57.2	768,370	198,123	51,073	86,974	31,735	86,259	20,903
Hampshire	140.0	.0613	27.4	24.1	15.1	14.0	24.5	45.2	495,294	137,534	51,766	36,292	15,440	46,720	15,262
SUBURBAN TOTAL	331.8	.1452	29.7	17.2	16.0	16.2	25.4	110.5	1,319,536	372,865	121,858	117,681	35,297	175,428	36,014
WORCESTER - FITCHBURG - LEOMINSTER	**647.5**	**.2834**	**31.8**	**13.1**	**15.6**	**15.8**	**29.2**	**228.2**	**2,810,604**	**648,500**	**206,537**	**373,649**	**138,704**	**378,927**	**96,388**
Worcester	647.5	.2834	31.8	13.1	15.6	15.8	29.2	228.2	2,810,604	648,500	206,537	373,649	138,704	378,927	96,388
• Fitchburg	39.4	.0172	31.6	15.3	14.4	15.0	30.1	14.8	182,324	55,225	10,651	25,944	6,678	26,628	10,001
• Leominster	34.7	.0152	30.7	12.1	15.9	17.4	25.9	12.3	193,360	33,137	11,633	43,454	8,635	20,585	5,789
• Worcester	160.8	.0704	34.0	14.7	13.6	14.6	34.2	59.9	797,011	158,226	55,863	118,880	67,013	156,047	28,923
SUBURBAN TOTAL	412.6	.1806	31.2	12.3	16.5	16.2	27.4	141.2	1,637,909	401,912	128,390	185,371	56,378	175,667	51,675
OTHER COUNTIES															
Barnstable	152.2	.0666	35.5	9.7	14.5	14.8	35.7	61.0	977,901	237,354	141,197	94,308	33,618	77,950	26,375
Dukes	9.2	.0041	37.5	8.7	13.4	14.4	38.1	4.0	67,730	13,790	9,532	873	1,664	4,240	1,213
Franklin	64.8	.0283	32.6	12.2	15.0	15.3	31.2	24.7	226,675	41,826	21,771	21,466	8,772	37,054	10,600
Nantucket	5.2	.0023	34.2	9.8	14.6	15.7	33.1	2.2	52,687	12,567	10,112	500	415	2,510	991
TOTAL METRO COUNTIES	**5,509.7**	**2.4113**	**31.3**	**13.8**	**16.6**	**16.1**	**27.8**	**1,964.1**	**23,864,696**	**5,492,123**	**2,297,531**	**3,159,201**	**1,007,761**	**2,901,506**	**810,801**
TOTAL STATE	**5,741.1**	**2.5126**	**31.5**	**13.6**	**16.6**	**16.0**	**28.1**	**2,056.0**	**25,189,689**	**5,797,660**	**2,480,143**	**3,276,348**	**1,052,230**	**3,023,260**	**849,980**

WORCESTER

A MARKET ON THE MOVE

- Worcester Center...a $100 million complex in downtown Worcester...including Jordan Marsh, Filene's, Wallachs, Thom McAn, CVS ...plus 100 specialty shops
- 157 Floors of high rise construction downtown
- Half-a-million square feet of retail space in adjacent town of Auburn...including Sears, The Outlet Company, Anderson-Little, Cherry & Webb. Plus 50 individual stores
- New multimillion dollar University of Massachusetts Medical School
- 13,000-seat Civic Center and 250-room, proposed Marriott Hotel underway

2.3 billion dollars in Retail Sales
4.2 billion dollars in E.B.I.
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New Worcester

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Daily 144,259 Sunday 108,209
Represented by CWO & O

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Superior performance is the key to successful sales. Yet many top companies diminish the effectiveness of their sales force by setting unfair quotas—thus inadvertently rewarding poor performance and penalizing superior sales activity.

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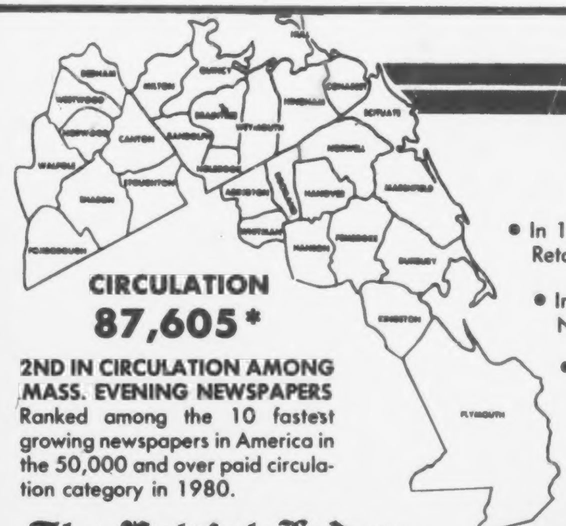
MARKET STATISTICS

Producers of the Survey of Buying Power
633 Third Avenue, New York, N.Y. 10017
A Division of Bill Communications

MASS.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BOSTON - LOWELL - BROCKTON - LAWRENCE - HAVERHILL	**32,644,260**	**22,029**	**4.0**	**11.4**	**28.1**	**41.3**	**1.7121**
Essex	5,657,147	21,965	3.9	11.3	27.4	41.1	.3035
• Haverhill	404,050	18,771	5.5	13.5	28.9	31.5	.0226
• Lawrence	510,786	17,182	5.1	14.9	29.4	27.5	.0263
Lynn	612,375	17,949	5.5	14.4	28.4	29.8	.0325
Peabody	402,141	24,475	2.7	8.6	28.7	48.1	.0257
Salem	340,304	21,372	3.9	11.3	27.7	38.9	.0184
Middlesex	12,285,892	22,711	3.6	10.8	29.2	43.0	.6425
Arlington	456,505	22,797	3.8	10.6	31.1	42.7	.0206
Cambridge	914,905	17,639	5.7	14.8	27.9	30.4	.0535
Everett	282,176	18,887	4.4	13.8	36.4	27.9	.0132
Framingham	635,855	24,940	3.3	9.9	26.6	49.8	.0365
• Lowell	641,236	16,789	5.6	15.6	31.8	24.2	.0361
Malden	440,625	19,492	4.3	12.6	32.0	32.5	.0217
Medford	456,148	20,692	3.9	12.2	32.8	35.6	.0250
Newton	1,058,857	29,714	2.4	7.3	21.2	60.6	.0514
Somerville	559,048	17,555	5.5	16.1	33.5	25.6	.0289
Waltham	465,233	21,406	4.0	12.1	31.0	38.1	.0279
Norfolk	6,475,514	27,054	2.6	7.9	23.6	55.8	.3110
Brookline	828,705	25,616	3.3	9.6	22.4	51.2	.0325
Quincy	873,049	24,272	3.7	10.0	25.1	48.0	.0430
Weymouth	620,109	25,059	2.8	7.9	28.3	50.2	.0282
Plymouth	3,127,939	21,298	4.0	11.6	32.5	37.1	.1758
• Brockton	688,585	18,814	5.0	13.5	33.2	29.4	.0420
Suffolk	5,097,768	17,130	5.7	15.5	28.1	28.4	.2793
• Boston	4,392,169	16,746	5.9	15.8	28.0	27.4	.2412
Revere	356,787	20,829	4.0	12.0	29.7	37.4	.0193
SUBURBAN TOTAL	26,007,434	23,664	3.4	10.1	27.7	46.0	1.3439
NEW BEDFORD - FALL RIVER	**3,286,510**	**17,735**	**5.2**	**14.5**	**32.8**	**26.1**	**.1943**
Bristol	3,286,510	17,735	5.2	14.5	32.8	26.1	.1943
• Fall River	581,686	14,742	6.3	16.9	32.2	16.9	.0326
• New Bedford	621,349	14,082	6.7	16.8	29.5	17.3	.0349
Taunton	302,805	18,192	4.6	15.4	35.9	25.3	.0177
SUBURBAN TOTAL	2,083,475	20,315	4.2	12.7	34.5	32.9	.1268
PITTSFIELD	**1,218,499**	**21,057**	**4.1**	**11.6**	**30.0**	**37.7**	**.0675**
Berkshire	1,218,499	21,057	4.1	11.6	30.0	37.7	.0675
• Pittsfield	448,175	21,578	3.7	10.8	29.3	39.4	.0262
SUBURBAN TOTAL	770,324	20,774	4.3	12.0	30.3	36.9	.0413
SPRINGFIELD - CHICOPEE - HOLYOKE	**4,478,093**	**19,542**	**4.7**	**13.3**	**31.8**	**32.4**	**.2528**
Hampden	3,546,666	20,108	4.6	12.6	30.7	34.5	.1996
• Chicopee	413,440	19,436	4.4	14.2	35.4	30.4	.0246
• Holyoke	321,666	16,221	5.2	14.7	28.9	24.5	.0179
• Springfield	1,118,346	17,842	5.7	14.2	30.3	28.1	.0679
Hampshire	931,427	17,812	5.2	15.6	35.4	25.3	.0532
SUBURBAN TOTAL	2,624,641	20,851	4.1	12.5	32.3	36.4	.1424
WORCESTER - FITCHBURG - LEOMINSTER	**5,381,589**	**21,312**	**4.0**	**11.4**	**30.6**	**38.2**	**.2922**
Worcester	5,381,589	21,312	4.0	11.4	30.6	38.2	.2922
• Fitchburg	307,476	19,253	4.9	12.6	30.9	31.6	.0176
• Leominster	296,657	21,416	3.4	9.9	31.2	39.1	.0172
• Worcester	1,347,965	19,414	4.8	12.9	29.1	33.9	.0760
SUBURBAN TOTAL	3,429,491	22,232	3.6	10.7	31.1	40.7	.1814
OTHER COUNTIES							
Barnstable	1,064,433	14,560	7.6	18.9	28.7	19.7	.0731
Dukes	66,345	14,155	7.1	21.2	28.8	17.8	.0048
Franklin	501,928	18,714	5.1	14.7	31.4	30.3	.0266
Nantucket	38,195	15,680	5.0	14.5	33.5	19.5	.0033
TOTAL METRO COUNTIES	**47,008,951**	**21,225**	**4.2**	**11.8**	**29.2**	**38.6**	**2.5189**
TOTAL STATE	**48,679,852**	**20,958**	**4.3**	**12.1**	**29.2**	**37.9**	**2.6267**



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- In 1980 The Patriot Ledger ranked fifth among Mass. dailies in National Advertising . . . 2,159,845 lines.
- In 1980 The Patriot Ledger ranked first among evening New England newspapers in Classified Advertising . . . 7,914,894 lines.

*ABC FASFAX REPORT 3/31/81
**NENAB Y/E REPORT 12/31/80

The Patriot Ledger
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The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

MICHIGAN

MICH. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ANN ARBOR	**267.4**	**.1170**	**24.9**	**25.7**	**20.0**	**13.4**	**16.4**	**95.1**	**1,197,114**	**153,186**	**133,940**	**246,310**	**68,544**	**185,792**	**46,230**
Washtenaw	267.4	.1170	24.9	25.7	20.0	13.4	16.4	95.1	1,197,114	153,186	133,940	246,310	68,544	185,792	46,230
● Ann Arbor	108.0	.0473	24.6	31.1	22.8	11.3	14.1	39.3	645,461	86,404	75,365	140,046	51,150	52,960	25,363
SUBURBAN TOTAL	159.4	.0697	25.5	22.1	18.1	14.8	18.0	55.8	551,653	66,782	58,575	106,264	17,394	132,832	20,867
BATTLE CREEK	**187.9**	**.0822**	**30.5**	**12.6**	**16.4**	**16.4**	**26.2**	**67.5**	**626,549**	**121,058**	**70,444**	**117,992**	**28,402**	**85,643**	**24,198**
Barry	46.4	.0203	30.7	11.2	16.6	16.0	26.9	15.8	84,203	29,826	6,506	1,658	1,955	10,930	2,840
Calhoun	141.5	.0619	30.4	13.1	16.2	16.6	26.0	51.7	542,346	91,232	63,938	116,334	26,447	74,713	21,358
● Battle Creek	35.5	.0155	32.2	13.8	14.1	14.1	32.0	14.7	192,546	27,862	11,236	33,762	6,268	40,329	7,701
SUBURBAN TOTAL	152.4	.0667	30.2	12.4	16.8	17.0	24.9	52.8	434,003	93,196	59,208	84,230	22,134	45,314	16,497
BAY CITY	**120.0**	**.0526**	**29.1**	**13.1**	**16.4**	**15.6**	**24.7**	**41.9**	**512,697**	**108,604**	**46,968**	**69,442**	**20,615**	**97,101**	**16,377**
Bay	120.0	.0526	29.1	13.1	16.4	15.6	24.7	41.9	512,697	108,604	46,968	69,442	20,615	97,101	16,377
● Bay City	41.0	.0179	31.2	13.4	14.2	14.0	30.6	15.7	256,746	47,497	20,524	51,956	8,551	36,625	7,413
SUBURBAN TOTAL	79.0	.0347	28.2	13.0	17.5	16.4	21.7	26.2	255,951	61,107	26,444	17,486	12,064	60,476	8,964
BENTON HARBOR	**171.7**	**.0752**	**29.9**	**12.4**	**16.3**	**16.2**	**25.5**	**61.1**	**726,312**	**173,921**	**67,728**	**76,506**	**68,636**	**100,249**	**25,834**
Berrien	171.7	.0752	29.9	12.4	16.3	16.2	25.5	61.1	726,312	173,921	67,728	76,506	68,636	100,249	25,834
● Benton Harbor	14.6	.0064	27.5	13.4	14.8	13.2	25.7	5.0	94,716	7,204	6,283	19,090	1,820	22,326	5,046
St. Joseph	9.5	.0042	36.5	12.9	12.7	15.8	35.8	4.1	105,201	4,052	10,838	1,398	35,593	6,371	1,568
SUBURBAN TOTAL	157.1	.0688	30.1	12.3	16.5	16.4	25.4	56.1	631,596	166,717	61,445	57,416	66,816	77,923	20,788
DETROIT	**4,345.0**	**1.9016**	**29.8**	**12.7**	**16.8**	**17.2**	**24.1**	**1,523.2**	**20,786,278**	**4,411,732**	**1,969,436**	**2,760,804**	**1,010,971**	**3,775,952**	**943,536**
Lapeer	72.0	.0315	27.8	11.7	17.9	15.7	21.4	22.0	225,009	63,393	19,705	8,216	7,704	44,731	15,496
Livingston	103.7	.0454	28.7	10.9	18.4	16.2	22.3	32.6	354,663	88,402	37,495	30,719	13,198	48,891	19,067
Macomb	699.1	.3059	28.6	12.2	19.8	19.0	18.4	235.0	3,685,942	891,687	304,048	445,268	203,530	726,476	169,242
East Detroit	37.6	.0165	33.1	12.3	13.1	20.1	27.4	13.3	300,305	65,298	14,844	2,543	14,804	123,513	17,864
Roseville	53.6	.0235	27.2	14.8	19.9	17.7	16.7	18.1	311,059	73,989	27,928	91,954	13,237	23,978	14,934
St. Clair Shores	75.0	.0328	30.8	10.9	15.9	21.8	21.5	26.0	295,382	75,009	40,340	25,903	12,280	40,386	19,593
Sterling Heights	110.7	.0484	26.3	10.1	21.6	17.8	13.5	33.6	787,583	157,771	42,705	163,860	36,148	179,840	20,630
Warren	159.0	.0696	28.7	11.0	20.8	20.2	16.7	53.7	804,699	254,925	81,415	70,508	45,265	116,391	28,845
Oakland	1,019.5	.4462	29.7	12.4	17.4	18.4	22.4	363.2	5,976,644	1,133,217	591,045	828,721	344,734	1,027,383	247,788
Pontiac	76.1	.0333	28.1	15.8	17.8	14.1	23.5	26.8	337,223	52,273	25,645	53,620	12,566	79,446	13,315
Royal Oak	70.0	.0306	31.1	12.9	17.7	17.5	25.6	27.7	421,357	60,513	43,105	21,704	24,106	109,010	13,118
Southfield	75.9	.0332	32.8	10.7	14.6	20.4	26.3	28.2	1,115,533	122,594	125,711	277,880	72,075	152,515	34,590
St. Clair	140.3	.0614	30.1	12.0	15.1	15.6	27.0	48.2	534,727	125,652	60,328	51,539	23,976	73,875	26,882
Wayne	2,310.4	1.0112	30.5	13.2	15.5	16.4	26.6	822.2	10,009,293	2,109,381	956,815	1,396,341	417,829	1,854,596	465,061
Allen Park	33.7	.0147	31.9	11.4	13.2	21.0	24.9	11.5	120,392	36,795	19,726	8,807	8,307	7,983	10,481
Dearborn	89.5	.0392	36.1	12.2	12.7	17.2	34.2	34.3	1,228,882	98,111	110,022	208,423	75,943	312,465	56,635
Dearborn Heights	66.7	.0292	29.0	11.0	17.1	19.8	19.9	22.2	257,973	80,737	43,537	1,678	6,967	14,685	8,475
● Detroit	1,180.0	.5164	31.8	13.5	14.8	15.0	30.2	448.3	2,743,764	632,520	320,378	182,482	94,240	590,411	132,678
Garden City	35.2	.0154	25.8	11.2	17.7	20.2	13.6	10.9	182,858	11,986	21,289	6,526	3,008	78,464	2,249
Lincoln Park	44.4	.0194	29.6	14.9	14.7	19.2	22.8	15.5	263,586	73,335	15,335	46,124	10,259	22,223	15,609
Livonia	104.2	.0456	27.9	8.5	17.2	21.9	15.9	30.2	872,639	182,835	56,325	145,929	74,556	107,732	44,941
Taylor	78.1	.0342	25.4	13.1	21.2	17.2	12.5	23.8	585,807	117,260	39,432	156,223	13,564	92,122	20,390
Westland	84.3	.0369	26.4	12.4	22.8	16.7	13.7	26.8	502,436	127,710	37,124	109,294	10,222	71,049	21,844
Wyandotte	33.5	.0147	30.7	13.9	14.0	16.1	27.9	12.2	60,677	12,006	10,172	4,584	8,172	5,521	4,966
SUBURBAN TOTAL	3,165.0	1.3852	29.2	12.4	17.6	18.0	21.9	1,074.9	18,042,514	3,779,212	1,649,058	2,578,322	916,731	3.185,541	810,858
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,612.4***	***2.0186***	***29.5***	***13.5***	***17.0***	***17.0***	***23.6***	***1,618.3***	***21,983,392***	***4,564,918***	***2,103,376***	***3,007,114***	***1,079,515***	***3,961,744***	***989,766***
FLINT	**522.6**	**.2287**	**28.0**	**13.2**	**17.8**	**17.0**	**20.6**	**180.6**	**2,506,953**	**469,726**	**206,496**	**475,257**	**137,114**	**527,817**	**94,388**
Genesee	450.8	.1973	27.9	13.4	17.8	17.2	20.2	156.8	2,252,229	405,646	187,529	451,112	128,186	474,939	82,471
● Flint	157.2	.0688	28.5	14.8	17.4	15.1	23.6	58.9	654,259	121,701	76,563	31,129	49,974	133,925	30,868
Shiawassee	71.8	.0314	28.6	12.0	17.4	16.0	22.9	23.8	254,724	64,080	18,967	24,145	8,928	52,878	11,917
SUBURBAN TOTAL	365.4	.1599	27.8	12.5	18.1	17.8	19.2	121.7	1,852,694	348,025	129,933	444,128	87,140	393,892	63,520

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THE ST. JOSEPH/
BENTON HARBOR, MICHIGAN
MSA*
*Recognition granted. Designation pending publication in Federal Register.

Why the Free Press is up 11,590 daily and 27,101 Sunday...

(While the other guy is down.)

A single word sums it up... excellence.
Is there a difference in quality between the two Detroit dailies?

We think so. And more and more people in Detroit and Michigan are agreeing with us every day. In spite of the fact that it costs more to buy a copy of the Free Press than the other Detroit paper, our daily circulation is up 11,590 over the past year. While their circulation has declined by 12,694 over the same period. (Source: Audit Bureau of Circulation's Fas-Fax Report—March 31, 1981.)

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The Free Press was just awarded its sixth Pulitzer Prize (for feature photography). That's more Pulitzers than all other Michigan newspapers combined!

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The Free Press is printed at one of the world's largest offset newspaper printing plants.

Our readers enjoy the handsome colors and easy readability it brings. Our advertisers enjoy the clear, sharp reproduction and color capability.

An excellent outlook.
Free Press circulation isn't all that's up in Detroit these days.

Chrysler sales are up.

GM has shown a profit the past two quarters.

And the mood of the city is positive again, with two year's worth of pent-up demand about to be unleashed in the nation's fifth largest market... the market with the highest household income per capita of the nation's seven most populous cities.

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Free Press readers are younger, better educated and more affluent.

They make more, they can spend more and they're more likely to purchase quality products like yours.

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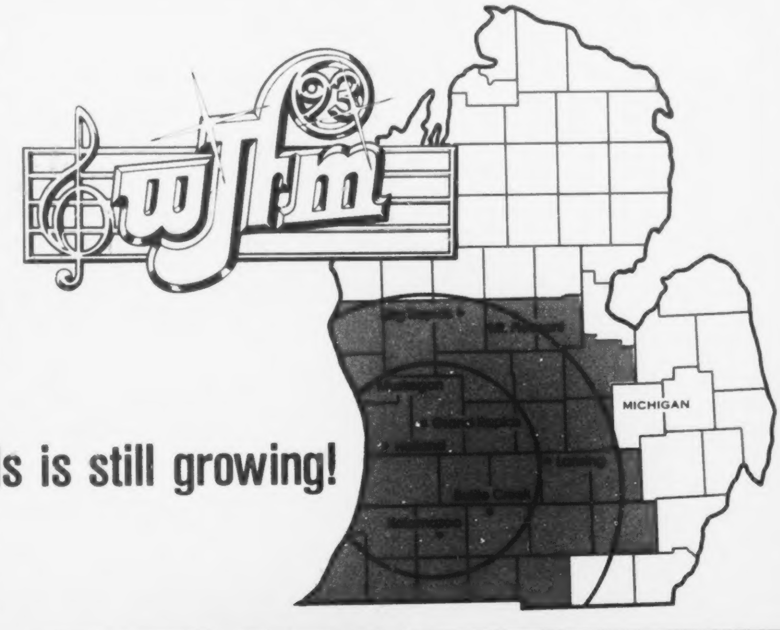
Contact the Free Press or Knight-Ridder Newspaper Sales. In Canada, MPR. In Florida and Mexico, Towmar Representatives. *Source: Media Records: Daily and Sunday, Full Run, 8 column vs. 8 column.

Detroit Free Press

More than ever,
the only Detroit paper you need.

MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GRAND RAPIDS	**607.1**	**.2656**	**28.7**	**13.9**	**16.5**	**15.5**	**24.0**	**210.5**	**2,652,297**	**349,649**	**266,098**	**586,797**	**146,402**	**403,916**	**57,592**
Kent	447.5	.1958	29.0	14.0	16.0	15.5	24.9	158.7	2,135,054	282,948	211,915	450,145	124,090	320,288	44,217
• Grand Rapids	180.7	.0791	30.3	15.6	13.9	14.1	29.4	68.1	860,025	114,194	77,158	206,236	60,819	109,662	19,215
Wyoming	59.8	.0262	27.7	13.9	17.7	16.6	20.5	21.3	295,483	53,909	39,584	39,746	14,908	30,973	7,758
Ottawa	159.6	.0698	27.8	13.7	17.6	15.6	21.7	51.8	517,243	66,701	54,183	136,652	22,312	83,628	13,375
SUBURBAN TOTAL	426.4	.1865	28.1	13.2	17.6	16.1	21.7	142.4	1,792,272	235,455	188,940	380,561	85,583	294,254	38,377
JACKSON	**152.0**	**.0666**	**30.0**	**12.8**	**17.7**	**16.3**	**24.9**	**51.7**	**569,953**	**82,357**	**46,800**	**158,565**	**21,834**	**78,283**	**12,951**
Jackson	152.0	.0666	30.0	12.8	17.7	16.3	24.9	51.7	569,953	82,357	46,800	158,565	21,834	78,283	12,951
• Jackson	39.3	.0172	31.2	13.4	14.5	13.7	30.8	15.0	191,829	25,237	23,744	15,646	12,907	37,405	8,477
SUBURBAN TOTAL	112.7	.0494	29.7	12.6	18.9	17.2	22.8	36.7	378,124	57,120	23,056	142,919	8,927	40,878	4,474
KALAMAZOO - PORTAGE	**281.2**	**.1230**	**28.2**	**16.9**	**16.9**	**15.1**	**23.4**	**100.6**	**1,195,336**	**199,942**	**113,919**	**271,769**	**57,023**	**188,756**	**26,009**
Kalamazoo	213.5	.0934	27.5	18.7	17.2	15.3	21.8	76.9	997,646	137,998	97,834	266,162	51,365	137,495	19,166
• Kalamazoo	79.4	.0347	25.6	27.5	14.8	11.9	24.2	29.1	445,435	44,194	56,299	53,676	22,021	99,668	9,233
• Portage	38.6	.0169	27.2	9.8	20.6	20.2	13.8	12.7	239,463	31,184	22,117	108,887	15,702	14,379	5,321
Van Buren	67.7	.0296	30.5	11.1	15.5	14.7	28.3	23.7	197,690	61,944	16,085	5,607	5,658	51,261	6,843
SUBURBAN TOTAL	163.2	.0714	29.5	13.4	17.0	15.5	25.2	58.8	510,438	124,564	35,503	109,206	19,300	74,709	11,455
LANSING - EAST LANSING	**472.4**	**.2066**	**26.5**	**19.0**	**17.8**	**14.5**	**20.4**	**162.5**	**1,954,720**	**354,617**	**192,034**	**385,061**	**81,942**	**329,531**	**42,110**
Clinton	56.5	.0247	28.3	12.1	19.1	16.0	21.2	18.1	141,972	42,704	12,429	2,067	3,834	28,120	4,699
Eaton	89.9	.0393	28.7	12.9	18.3	17.0	21.5	31.1	443,781	82,748	39,845	115,067	15,372	55,702	7,579
Ingham	273.7	.1198	25.2	23.1	17.7	13.5	19.1	96.8	1,178,701	171,975	127,653	230,988	60,066	222,470	25,817
• East Lansing	48.4	.0212	22.7	55.4	15.5	7.4	8.8	13.1	133,276	22,689	25,753	584	9,500	13,436	4,006
• Lansing	130.5	.0571	28.1	14.6	18.2	14.1	23.2	50.8	713,888	105,430	69,235	128,739	44,385	176,493	14,425
Ionia	52.3	.0228	27.7	15.3	15.9	14.1	24.3	16.5	190,266	57,190	12,107	36,939	2,670	23,239	4,015
SUBURBAN TOTAL	293.5	.1283	27.7	14.9	18.0	15.9	21.0	98.6	1,107,556	226,498	97,046	255,738	28,057	139,602	23,679
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**179.8**	**.0787**	**29.5**	**12.2**	**15.3**	**15.6**	**25.9**	**62.8**	**630,251**	**121,155**	**60,466**	**154,729**	**25,282**	**91,944**	**22,202**
Muskegon	157.5	.0689	29.4	12.4	15.5	15.8	25.4	55.2	573,834	100,435	55,994	153,303	23,975	83,614	20,193
• Muskegon	40.5	.0177	32.2	13.9	12.6	14.2	32.2	15.7	174,181	30,095	14,343	23,548	9,868	34,576	6,469
• Muskegon Heights	14.4	.0063	29.2	12.7	13.4	13.4	28.8	5.2	27,312	4,003	3,528	1,216	3,279	5,782	1,244
• Norton Shores	22.0	.0096	29.3	10.9	14.3	20.5	21.4	7.7	149,725	11,921	11,398	85,795	2,466	22,026	2,025
Oceana	22.3	.0098	30.5	10.8	14.4	14.3	29.2	7.6	56,417	20,720	4,472	1,426	1,307	8,330	2,009
SUBURBAN TOTAL	102.9	.0451	28.8	11.7	17.0	15.4	24.0	34.2	279,033	75,136	31,197	44,170	9,669	29,560	12,464
SAGINAW	**228.7**	**.1001**	**28.4**	**12.6**	**17.1**	**15.8**	**23.1**	**77.3**	**1,025,516**	**215,614**	**122,001**	**192,007**	**50,561**	**130,056**	**35,905**
Saginaw	228.7	.1001	28.4	12.6	17.1	15.8	23.1	77.3	1,025,516	215,614	122,001	192,007	50,561	130,056	35,905
• Saginaw	76.5	.0335	29.2	14.0	15.0	14.3	27.0	28.0	238,071	50,856	26,874	16,339	7,477	43,243	11,524
SUBURBAN TOTAL	152.2	.0666	28.1	11.9	18.2	16.5	21.0	49.3	787,445	164,758	95,127	175,668	43,084	86,813	24,381



Once again, WJFM has scored a sharp increase in AQH listeners 18-34 during the broadcast day, 6 a.m. to 7 p.m., Monday through Friday. The October/November 1980 Arbitron report shows WJFM with an impressive 30% gain over April/ May 1980 in TSA and a 43% gain in Metro. That keeps us the strong #2 station in the market.

In addition, AQH listenership among Metro men 18-34 during the broadcast day is up 56%. And our 18-34 female audience during drive time, 6-10 a.m. and 3-7 p.m., has grown by a big 65%.

Our circle of friends is still growing!

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1.0 mv/m and 50 uv/m. Contours predicted in accordance with Section 73.313 of the Rules of the F.C.C. provide services as defined in Section 73.315 of those rules.

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50th Felzer Anniversary

WJFM
GRAND RAPIDS AND WESTERN MICHIGAN
Buckley Radio Sales, Inc., National Representatives

MICH. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
OTHER COUNTIES															
Alcona	9.9	.0043	39.9	7.7	12.1	13.0	41.3	3.8	28,387	7,213	3,737	1,642	560	8,669	351
Alger	9.3	.0041	33.4	9.5	12.8	15.1	32.9	3.3	29,607	11,268	2,754	473	655	4,191	472
Allegan	82.7	.0362	29.3	11.8	16.0	15.1	25.8	27.9	204,727	43,404	18,295	3,403	4,954	56,526	10,746
Alpena	32.4	.0141	29.4	11.4	16.0	15.8	25.2	11.4	139,862	38,597	13,404	11,446	7,510	18,794	5,697
Antrim	16.5	.0073	32.7	9.5	13.8	13.6	33.2	5.9	49,558	16,591	5,557	655	1,891	7,269	1,383
Arenac	15.0	.0065	31.6	10.2	13.7	14.5	30.9	5.3	52,071	14,903	5,329	852	476	9,236	1,407
Baraga	8.5	.0037	33.3	10.6	13.0	12.5	35.4	3.0	32,901	7,220	2,485	3,803	255	5,713	723
Benzie	11.4	.0049	34.0	9.1	14.5	14.0	34.5	4.1	45,048	13,839	5,068		928	9,854	2,950
Branch	40.5	.0177	30.9	11.1	16.6	15.3	27.9	14.3	125,378	24,938	12,606	14,506	3,768	26,478	4,578
Cass	50.0	.0219	31.0	11.8	16.1	16.4	27.1	17.6	105,190	31,202	12,784	2,324	1,724	21,132	3,523
Charlevoix	20.2	.0089	31.2	10.3	15.2	15.1	29.1	7.3	73,391	24,660	7,207	1,667	4,570	11,882	2,793
Cheboygan	20.9	.0091	30.6	10.2	15.1	13.9	29.5	7.5	102,542	25,294	13,866	2,054	1,416	13,183	2,260
Chippewa	28.6	.0125	26.9	15.4	14.6	14.2	23.9	9.9	115,015	31,856	10,675	12,684	2,379	12,183	4,605
Clare	24.4	.0107	33.5	8.9	13.8	14.3	33.6	9.0	87,656	28,776	5,659	1,721	3,966	13,333	2,964
Crawford	9.7	.0043	30.6	10.8	14.7	14.3	29.2	3.4	51,029	11,722	6,434	4,762	748	8,688	809
Delta	39.2	.0171	31.3	10.9	13.6	15.2	29.8	13.8	164,249	36,946	14,421	20,371	7,593	29,843	1,711
Dickinson	25.5	.0112	36.9	8.5	12.8	15.6	36.4	9.7	113,362	17,359	10,496	24,558	5,606	18,272	2,423
Emmet	23.4	.0103	31.1	11.7	14.4	14.5	29.9	8.4	151,075	28,973	15,508	11,822	8,424	19,649	4,630
Gladwin	20.5	.0089	32.7	9.7	13.8	14.3	32.5	7.4	58,790	17,273	5,417	2,685	1,817	10,960	2,003
Gogebic	19.6	.0086	40.8	9.3	11.1	14.2	41.3	7.6	69,262	12,820	6,539	9,462	2,380	10,025	1,617
Grand Traverse	56.2	.0246	29.7	12.9	15.5	15.4	26.4	19.9	292,458	40,812	35,413	33,844	15,080	48,803	8,996
Gratiot	40.5	.0177	28.8	14.1	16.3	14.8	25.1	13.5	134,116	29,149	12,378	10,985	4,136	21,497	5,752
Hillsdale	42.5	.0186	30.3	13.3	15.5	14.7	28.0	14.6	124,177	35,319	8,759	11,305	3,461	24,146	5,753
Houghton	38.1	.0167	30.6	20.5	11.7	11.3	33.5	13.1	120,777	36,741	12,968	4,417	3,250	14,379	3,534
Huron	36.7	.0161	32.4	10.1	13.1	14.8	31.8	13.0	117,094	32,693	11,205	2,760	4,896	22,590	7,192
Iosco	28.6	.0126	27.1	15.0	16.2	14.0	23.1	10.4	98,726	27,249	9,177	3,129	3,698	15,443	5,439
Iron	13.7	.0060	44.3	6.6	9.2	16.1	43.9	5.5	57,274	16,510	4,074	2,519	1,093	5,734	995
Isabella	54.8	.0239	23.5	30.5	13.8	11.4	18.0	16.5	188,295	42,871	23,628	18,735	8,854	23,352	10,122
Kalkaska	11.4	.0050	30.7	8.5	13.5	12.0	32.2	4.0	43,051	12,027	3,825	255	264	14,083	941
Keweenaw	2.0	.0009	43.1	8.2	13.4	12.4	44.3	.8	4,946	2,107	936				
Lake	7.9	.0035	40.5	8.3	10.5	11.6	42.7	3.1	16,245	4,911	3,369	824	270	178	875
Leelanau	14.2	.0062	33.0	10.2	14.5	15.0	32.2	5.2	32,606	5,658	4,978	1,119	516	988	352
Lenawee	90.8	.0397	29.3	13.2	15.9	15.8	25.1	30.5	377,391	76,821	30,988	34,696	15,116	71,134	16,352
Luce	6.7	.0029	33.7	9.3	13.2	15.1	33.2	2.2	27,676	10,239	1,712	834	604	7,785	684
Mackinac	10.2	.0045	33.3	9.1	12.8	15.1	32.7	3.7	41,304	10,704	6,271	1,093	736	1,742	986
Manistee	23.2	.0102	34.0	9.4	14.5	14.8	33.8	8.7	76,356	17,192	5,663	7,701	1,695	15,159	3,636

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MICH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Marquette	75.0	.0328	26.3	18.2	15.3	14.1	22.5	25.1	287,610	63,717	31,998	34,746	13,168	37,205	6,330
Mason	26.7	.0117	33.9	9.8	14.2	15.3	33.2	9.9	96,857	24,245	11,937	12,079	3,061	13,617	5,331
Mecosta	37.6	.0164	23.9	30.5	13.5	10.5	21.3	11.4	116,985	21,954	14,457	13,527	5,432	19,269	3,811
Menominee	26.4	.0116	33.8	10.3	12.7	14.9	33.6	9.4	84,978	21,290	9,678	17,612	1,781	14,334	837
Midland	74.3	.0325	27.7	13.0	19.5	16.7	19.0	25.1	259,830	67,328	21,825	32,582	7,651	39,954	15,561
Missaukee	10.2	.0045	31.7	9.5	12.9	13.2	32.5	3.5	24,668	6,573	1,701	498	363	3,572	307
☐ Monroe	135.8	.0594	28.9	12.0	17.2	16.8	22.8	44.0	423,693	91,098	29,769	39,550	11,665	108,534	14,565
Montcalm	48.2	.0211	30.4	11.2	15.2	14.8	28.3	16.9	180,663	32,004	13,134	37,750	5,354	31,486	4,966
Montmorency	7.7	.0034	37.1	7.7	11.2	13.7	38.2	2.9	29,126	5,561	4,105	438	314	3,869	1,549
Newaygo	35.5	.0155	31.0	9.7	14.3	15.0	29.3	12.5	80,358	26,542	7,580	4,239	2,448	12,615	1,761
Ogemaw	16.8	.0073	34.7	8.3	12.8	13.4	36.2	6.1	71,240	22,745	3,165	1,754	2,504	9,111	3,192
Ontonagon	9.8	.0043	33.0	8.3	15.0	14.3	32.7	3.5	34,001	6,637	3,322	1,335	505	8,770	970
Osceola	19.2	.0084	30.4	11.3	14.2	14.4	29.0	6.7	43,763	14,730	3,206	1,004	534	3,129	1,862
Oscoda	7.0	.0031	40.5	7.4	11.2	13.8	41.3	2.6	17,842	6,503	3,483	136	510	464	1,041
Otsego	15.3	.0067	30.1	9.9	16.0	14.6	27.6	5.1	84,517	19,168	12,029	816	1,961	8,325	2,474
Presque Isle	14.4	.0063	32.6	9.1	12.8	14.6	32.4	5.1	43,232	13,470	3,323	2,774	2,449	6,687	1,611
Roscommon	16.9	.0074	42.0	7.1	11.3	12.9	43.1	6.8	74,841	24,466	9,547	1,174	1,380	6,069	3,175
St. Joseph	56.7	.0248	30.8	11.5	15.8	15.3	28.1	20.2	206,928	51,887	17,199	18,325	4,970	41,169	7,831
Sanilac	41.2	.0181	31.4	10.6	13.9	14.8	30.1	14.3	113,997	30,040	7,540	2,011	4,240	22,971	5,243
Schoolcraft	8.6	.0037	34.2	8.5	12.6	14.9	34.1	3.1	33,080	11,681	3,793	612	858	4,042	1,254
Tuscola	57.7	.0253	29.0	11.6	16.7	15.2	24.7	18.7	153,823	32,470	13,296	3,612	3,079	35,304	5,218
Wexford	25.5	.0111	31.6	9.8	14.7	15.0	30.0	9.2	147,784	36,482	10,660	9,510	7,166	27,255	6,343
TOTAL METRO COUNTIES	**7,671.6**	**3.3573**	**29.1**	**13.8**	**17.1**	**16.5**	**23.4**	**2,678.8**	**34,807,669**	**6,852,659**	**3,326,099**	**5,534,789**	**1,728,991**	**6,103,574**	**1,361,897**
TOTAL STATE	**9,287.9**	**4.0647**	**29.3**	**13.6**	**16.6**	**16.2**	**24.3**	**3,242.2**	**40,545,384**	**8,238,009**	**3,886,662**	**5,996,429**	**1,924,008**	**7,055,684**	**1,571,818**

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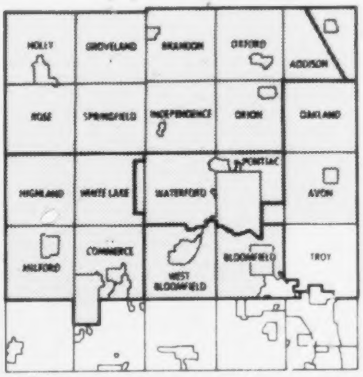

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*Based on ABC audit, March 31, 1980 and SM&M Survey of Buying Power, July 1980.

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MICH.

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ANN ARBOR	**2,594,588**	**23,409**	**3.7**	**10.4**	**26.9**	**45.8**	**.1321**
Washtenaw	2,594,588	23,409	3.7	10.4	26.9	45.8	.1321
• Ann Arbor	1,077,325	22,285	4.3	11.7	25.8	43.6	.0592
SUBURBAN TOTAL	1,517,263	24,065	3.3	9.4	27.9	47.3	.0729
BATTLE CREEK	**1,402,558**	**19,215**	**4.4**	**12.9**	**33.0**	**30.8**	**.0745**
Barry	285,027	17,163	4.5	15.0	37.6	21.3	.0145
Calhoun	1,117,531	19,990	4.4	12.2	31.5	33.8	.0600
• Battle Creek	262,626	16,060	5.8	14.5	28.1	24.8	.0163
SUBURBAN TOTAL	1,139,932	19,941	4.0	12.4	34.4	32.5	.0582
BAY CITY	**912,668**	**20,374**	**3.7**	**10.5**	**34.5**	**33.8**	**.0516**
Bay	912,668	20,374	3.7	10.5	34.5	33.8	.0516
• Bay City	314,502	18,432	4.8	12.4	32.4	28.7	.0202
SUBURBAN TOTAL	598,166	21,446	3.1	9.3	36.0	36.8	.0314
BENTON HARBOR	**1,052,991**	**16,107**	**4.9**	**16.8**	**35.5**	**19.1**	**.0667**
Berrien	1,052,991	16,107	4.9	16.8	35.5	19.1	.0667
• Benton Harbor	69,029	12,520	6.4	17.4	29.5	11.3	.0061
St. Joseph	79,567	17,200	4.5	15.0	31.1	27.0	.0063
SUBURBAN TOTAL	983,962	16,400	4.8	16.8	35.9	19.8	.0606

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
DETROIT	**40,854,544**	**24,464**	**3.3**	**8.7**	**26.2**	**48.4**	**2.1522**
Lapeer	420,959	18,301	4.4	13.3	37.1	25.9	.0249
Livingston	629,225	18,184	5.1	15.1	36.9	25.9	.0376
Macomb	6,429,583	26,510	2.3	6.6	27.6	55.3	.3529
East Detroit	359,263	26,290	2.5	6.7	26.7	54.3	.0225
Roseville	459,303	24,921	2.7	7.5	31.3	49.7	.0270
St. Clair Shores	731,652	27,374	2.2	6.1	26.0	58.2	.0359
Sterling Heights	949,242	27,445	1.3	5.0	28.5	60.6	.0603
Warren	1,512,660	27,316	1.9	5.5	27.5	58.7	.0806
Oakland	11,932,929	28,699	2.4	6.7	22.3	60.0	.6038
Pontiac	558,851	19,521	4.4	11.3	33.8	32.0	.0325
Royal Oak	808,692	27,793	2.8	7.6	22.6	58.2	.0415
Southfield	1,168,792	35,257	1.7	4.6	14.3	73.4	.0735
St. Clair	999,871	19,183	4.4	11.4	32.5	31.1	.0564
Wayne	20,441,977	22,842	3.8	9.7	26.3	43.9	1.0766
Allen Park	375,118	30,646	2.1	5.2	19.4	68.1	.0170
Dearborn	1,001,971	27,059	3.2	7.9	21.6	55.3	.0736
Dearborn Heights	674,678	28,276	1.9	5.2	25.3	61.3	.0324

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THE TWELVE TWICE WEEKLY

Observer & Eccentric

NEWSPAPERS

MICH. (cont.)

S&MM ESTIMATES

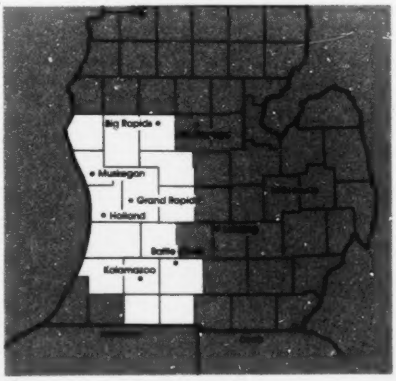
$$ EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
• Detroit	9,704,728	19,440	4.7	11.8	27.8	34.5	.4560
Garden City	316,972	28,414	1.8	4.8	24.1	63.7	.0175
Lincoln Park	414,841	25,816	2.9	6.8	26.7	53.1	.0235
Livonia	1,044,613	32,836	1.2	3.2	16.9	74.6	.0650
Taylor	634,028	25,950	2.0	6.1	31.7	53.9	.0425
Westland	751,438	26,974	1.8	6.3	28.9	57.7	.0437
Wyandotte	290,873	22,933	3.3	8.7	30.4	42.8	.0128
SUBURBAN TOTAL	31,149,816	26,379	2.7	7.4	25.4	54.3	1.6962
DETROIT - ANN ARBOR CONSOLIDATED AREA	***43,449,132***	***24,407***	***3.3***	***8.8***	***26.1***	***48.3***	***2.2843***
FLINT	**4,559,763**	**23,432**	**3.2**	**9.5**	**29.1**	**45.2**	**.2494**
Genesee	4,086,417	24,314	3.1	8.8	27.8	47.9	.2221
• Flint	1,398,733	21,736	3.8	10.5	29.6	39.9	.0726
Shiawassee	473,346	18,748	4.2	13.3	37.4	26.9	.0273
SUBURBAN TOTAL	3,161,030	24,251	3.0	8.8	28.9	47.6	.1768
GRAND RAPIDS	**4,486,293**	**19,426**	**4.3**	**13.1**	**35.1**	**30.6**	**.2593**
Kent	3,427,768	19,632	4.5	12.7	33.6	31.8	.2001
• Grand Rapids	1,206,151	15,535	6.2	16.7	30.8	21.1	.0758
Wyoming	450,813	20,517	4.0	12.0	39.7	31.7	.0268
Ottawa	1,058,525	18,915	3.8	14.5	39.8	26.6	.0592
SUBURBAN TOTAL	3,280,142	21,073	3.4	11.4	37.1	35.1	.1835
JACKSON	**1,053,654**	**18,742**	**4.4**	**13.0**	**36.1**	**28.3**	**.0600**
Jackson	1,053,654	18,742	4.4	13.0	36.1	28.3	.0600
• Jackson	263,588	15,683	6.0	15.4	31.6	20.8	.0167
SUBURBAN TOTAL	790,066	19,860	3.8	12.1	37.9	31.3	.0433
KALAMAZOO - PORTAGE	**2,093,579**	**18,553**	**4.9**	**13.7**	**33.7**	**28.9**	**.1195**
Kalamazoo	1,656,206	19,044	4.6	13.5	34.1	30.2	.0954
• Kalamazoo	623,794	16,944	6.0	14.7	28.7	27.8	.0380
• Portage	306,504	22,807	2.7	8.7	39.6	41.4	.0193
Van Buren	437,373	16,978	5.6	14.3	32.7	24.4	.0241
SUBURBAN TOTAL	1,163,281	18,164	4.8	14.2	35.0	26.7	.0622
LANSING - EAST LANSING	**3,989,436**	**21,953**	**4.0**	**10.4**	**30.2**	**40.7**	**.2118**
Clinton	438,383	23,248	3.0	8.7	31.5	44.2	.0215
Eaton	699,094	21,084	3.5	10.9	35.0	36.4	.0407
Ingham	2,529,555	22,835	4.3	10.1	27.4	43.8	.1303
• East Lansing	446,221	21,979	6.2	12.6	22.9	42.9	.0207
• Lansing	1,194,623	22,157	4.3	10.4	28.6	41.5	.0665
Ionia	322,404	18,449	4.3	12.4	36.0	26.8	.0193
SUBURBAN TOTAL	2,348,592	21,857	3.5	10.0	32.1	40.0	.1246
MUSKEGON - NORTON SHORES - MUSKEGON HEIGHTS	**1,102,336**	**16,358**	**5.3**	**16.8**	**36.0**	**19.6**	**.0656**
Muskegon	993,931	16,844	5.2	16.4	36.9	20.7	.0590
• Muskegon	259,820	15,153	6.2	16.9	32.7	18.0	.0161
• Muskegon Heights	78,465	14,158	6.3	17.5	32.5	14.2	.0043
• Norton Shores	173,993	20,269	3.4	12.5	37.9	33.4	.0114
Oceana	108,405	12,771	6.5	20.1	29.9	10.3	.0066
SUBURBAN TOTAL	590,058	16,332	5.2	17.6	37.8	17.9	.0338
SAGINAW	**1,919,171**	**23,175**	**3.6**	**8.8**	**28.8**	**44.1**	**.1048**
Saginaw	1,919,171	23,175	3.6	8.8	28.8	44.1	.1048
• Saginaw	618,628	20,315	4.8	10.8	29.3	35.8	.0312
SUBURBAN TOTAL	1,300,543	24,659	2.9	7.6	28.7	48.8	.0736
OTHER COUNTIES							
Alcona	54,132	11,651	7.3	17.3	25.3	13.5	.0033
Alger	44,663	12,797	7.9	24.0	31.9	7.5	.0029
Allegan	440,795	15,086	5.6	19.3	36.1	14.3	.0258
Alpena	198,467	16,254	5.2	15.4	37.4	18.5	.0126
Antrim	91,806	13,590	8.8	19.0	29.3	15.8	.0055
Arenac	88,360	15,452	5.8	15.4	32.3	19.5	.0053
Baraga	41,168	12,160	7.8	23.0	27.5	7.5	.0030
Benzie	62,484	13,355	8.2	18.8	28.0	15.4	.0041
Branch	276,851	17,423	5.4	14.9	29.9	27.8	.0150
Cass	302,244	16,107	5.6	17.9	36.0	18.4	.0160
Charlevoix	105,180	13,151	8.3	20.1	30.7	11.5	.0070
Cheboygan	102,486	11,981	7.7	23.0	26.8	9.6	.0078
Chippewa	164,023	14,176	6.6	20.5	28.9	17.5	.0106
Clare	120,913	12,047	6.6	19.3	28.4	10.2	.0081

ACTIVE 3

Source: Arbitron ADI, May 1980



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S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Crawford	47,212	11,717	9.5	21.6	26.4	10.5	.0037
Delta	222,439	15,046	5.1	16.7	34.9	15.2	.0146
Dickinson	156,522	14,823	6.0	16.0	32.1	17.3	.0103
Emmet	144,513	14,539	6.5	18.5	30.2	18.2	.0108
Gladwin	108,956	13,468	6.5	17.7	32.8	12.0	.0065
Gogebic	112,520	13,598	6.2	15.2	31.8	13.7	.0071
Grand Traverse	374,958	16,937	5.4	18.0	33.2	23.8	.0244
Gratiot	276,136	18,444	4.7	13.9	33.3	28.9	.0152
Hillsdale	283,754	16,120	4.8	14.3	33.0	27.4	.0154
Houghton	158,310	9,650	8.6	20.6	20.3	7.7	.0115
Huron	212,724	14,056	6.1	16.5	28.0	18.9	.0127
Iosco	161,284	13,031	7.8	21.7	28.5	13.3	.0101
Iron	68,144	10,786	7.8	18.9	27.4	6.7	.0047
Isabella	317,533	16,461	6.1	14.8	33.1	21.8	.0195
Kalkaska	52,037	11,247	9.4	19.9	26.0	10.0	.0037
Keweenaw	10,357	9,491	13.0	17.3	21.5	7.9	.0006
Lake	29,426	7,536	9.4	18.3	16.1	4.0	.0020
Leelanau	78,945	12,917	8.7	19.9	28.8	14.2	.0044
Lenawee	625,951	19,291	3.9	11.9	35.8	30.0	.0368
Luce	38,041	15,781	6.8	17.4	33.7	19.6	.0024
Mackinac	51,224	12,027	9.2	20.7	26.9	11.3	.0036
Manistee	129,433	13,922	5.4	19.7	33.1	11.7	.0080
Marquette	458,694	16,067	5.5	17.5	36.2	18.1	.0281
Mason	132,556	12,404	7.8	24.1	28.9	8.4	.0090
Mecosta	176,671	12,355	8.2	22.6	26.2	11.7	.0118
Menominee	145,456	13,888	6.3	19.4	32.2	13.3	.0090
Midland	554,785	20,263	3.4	11.4	38.7	31.4	.0299
Missaukee	43,661	10,811	9.7	20.0	25.2	8.6	.0028
☐ Monroe	1,102,686	23,950	3.0	8.1	29.9	46.3	.0554
Montcalm	252,378	13,652	6.6	20.5	32.6	11.9	.0168
Montmorency	29,636	8,119	10.3	21.5	13.9	5.0	.0024
Newaygo	190,984	13,280	6.6	20.0	31.0	11.7	.0109
Ogemaw	78,345	10,770	7.9	20.3	23.0	9.8	.0058
Ontonagon	47,361	13,379	5.0	25.7	33.0	7.3	.0033
Osceola	117,360	15,423	5.1	16.7	30.0	21.6	.0063
Oscoda	37,670	11,244	8.1	17.4	24.4	12.1	.0022
Otsego	90,172	15,442	4.8	21.0	32.7	19.0	.0064
Presque Isle	76,594	12,920	6.2	18.0	31.6	10.3	.0049
Roscommon	72,103	8,338	9.7	17.9	18.0	6.1	.0056
St. Joseph	345,857	15,831	5.9	17.3	34.0	19.2	.0210
Sanilac	201,796	12,958	6.7	19.4	30.7	11.0	.0127
Schoolcraft	48,048	13,713	5.5	18.2	28.4	17.2	.0031
Tuscola	366,691	18,329	4.2	13.2	34.3	27.8	.0199
Wexford	145,156	14,402	6.5	16.9	32.7	15.2	.0108
TOTAL METRO COUNTIES	**67,124,267**	**22,642**	**3.6**	**10.0**	**28.8**	**42.9**	**3.6029**
TOTAL STATE	**76,490,232**	**21,100**	**4.1**	**11.3**	**29.3**	**38.5**	**4.1806**

MINNESOTA

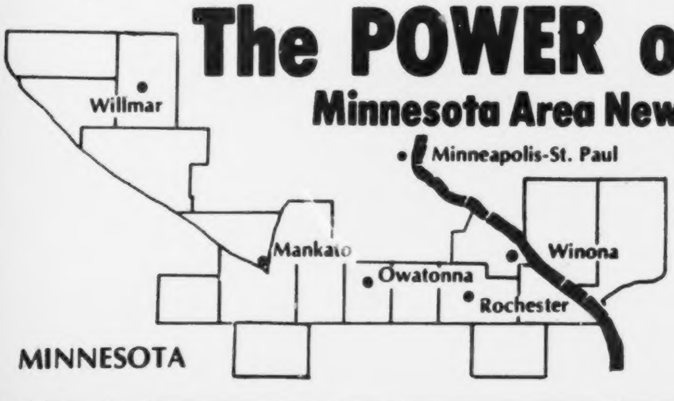
MINN.
S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
DULUTH - SUPERIOR	**267.2**	**.1169**	**31.8**	**13.4**	**13.4**	**15.8**	**29.9**	**99.3**
St. Louis	222.7	.0974	31.9	13.3	13.4	16.1	29.7	82.6
• Duluth	92.4	.0404	31.7	15.7	13.4	15.3	30.3	35.9
Douglas, Wisc.	*44.5*	*.0195*	*31.2*	*14.2*	*14.0*	*14.2*	*30.6*	*16.7*
• *Superior*	*29.4*	*.0129*	*31.1*	*15.9*	*13.6*	*13.8*	*30.9*	*11.5*
SUBURBAN TOTAL	145.4	.0636	31.9	11.5	13.4	16.5	29.4	51.9
FARGO - MOORHEAD	**139.0**	**.0608**	**26.2**	**21.7**	**16.7**	**13.9**	**21.4**	**50.1**
Clay	49.4	.0216	24.9	24.5	15.0	14.3	20.2	16.5
• Moorhead	29.9	.0131	23.7	32.9	14.5	12.9	16.6	9.7
Cass, N. D.	*89.6*	*.0392*	*26.9*	*20.2*	*17.6*	*13.6*	*22.1*	*33.6*
• *Fargo*	*62.0*	*.0271*	*25.8*	*23.5*	*16.4*	*13.9*	*21.0*	*23.8*
SUBURBAN TOTAL	47.1	.0206	29.3	12.3	18.3	14.5	25.0	16.6
MINNEAPOLIS - ST. PAUL	**2,127.6**	**.9311**	**28.6**	**14.8**	**19.4**	**16.3**	**21.3**	**778.3**
Anoka	199.5	.0873	26.2	12.8	24.4	17.4	11.1	62.8
Carver	37.8	.0165	29.0	11.4	16.8	16.9	23.1	12.4
Chisago	26.4	.0116	31.5	9.0	15.2	15.4	29.2	8.6

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
DULUTH - SUPERIOR	**1,095,627**	**231,589**	**106,183**	**162,119**	**47,791**	**145,219**	**27,652**
St. Louis	943,694	201,088	86,602	150,519	44,723	127,995	23,263
• Duluth	448,956	84,577	54,265	109,748	26,012	47,637	12,413
Douglas, Wisc.	*151,933*	*30,501*	*19,581*	*11,600*	*3,068*	*17,224*	*4,389*
• *Superior*	*123,199*	*24,373*	*13,217*	*11,136*	*2,840*	*17,036*	*4,389*
SUBURBAN TOTAL	523,472	122,639	38,701	41,235	18,939	80,546	10,850
FARGO - MOORHEAD	**806,255**	**123,201**	**91,262**	**101,634**	**41,995**	**166,399**	**22,347**
Clay	184,575	41,227	25,775	3,960	14,778	28,825	7,478
• Moorhead	144,129	35,104	21,722	3,534	12,898	22,988	5,024
Cass, N. D.	*621,680*	*81,974*	*65,487*	*97,674*	*27,217*	*137,574*	*14,869*
• *Fargo*	*543,344*	*65,545*	*58,423*	*85,407*	*25,869*	*128,650*	*13,967*
SUBURBAN TOTAL	118,782	22,552	11,117	12,693	3,228	14,761	3,356
MINNEAPOLIS - ST. PAUL	**10,539,044**	**1,793,637**	**1,010,199**	**1,859,510**	**422,091**	**1,910,049**	**263,194**
Anoka	728,657	114,365	68,560	194,870	21,260	95,197	11,872
Carver	99,504	19,617	5,908	876	3,010	27,577	1,722
Chisago	94,700	21,244	7,434	556	1,293	24,382	1,483



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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Dakota	198.6	.0869	27.2	11.9	22.6	17.1	15.2	66.6	1,007,528	231,635	90,650	155,581	40,627	156,256	36,811
Hennepin	940.4	.4115	29.6	16.5	18.8	16.4	23.5	370.9	5,520,654	838,749	527,585	1,060,588	254,258	937,675	126,662
Bloomington	81.7	.0358	27.2	11.8	23.3	21.5	10.4	27.2	560,761	48,331	82,835	84,809	11,094	144,005	19,848
Edina	46.2	.0202	34.0	8.8	14.1	22.6	26.0	17.0	461,744	62,526	21,118	139,630	39,715	46,609	4,524
• Minneapolis	366.3	.1603	31.3	20.1	16.7	12.9	31.0	166.6	1,451,187	217,974	181,851	247,510	86,593	148,558	49,127
Richfield	37.2	.0163	28.6	17.6	20.3	17.9	19.2	14.6	308,708	37,439	17,641	42,671	23,417	86,627	9,522
St. Louis Park	42.4	.0186	31.1	14.0	20.4	17.3	24.7	17.1	256,683	27,021	23,991	19,615	14,457	75,721	11,034
Ramsey	458.7	.2008	29.1	16.5	17.7	15.4	24.1	172.6	2,236,231	381,132	239,718	420,760	81,287	465,482	57,523
• St. Paul	267.3	.1170	30.7	17.5	15.9	13.7	29.4	109.6	1,135,167	233,730	154,120	187,716	40,615	189,419	32,146
Scott	44.8	.0196	26.7	12.1	18.3	15.2	19.7	14.0	135,977	24,181	12,165	1,547	1,007	33,939	3,248
Washington	116.1	.0508	27.5	10.6	21.7	17.8	15.9	36.4	366,601	85,272	31,188	14,311	8,196	77,746	13,505
Wright	60.7	.0266	28.5	10.3	15.9	14.4	25.3	19.2	208,629	42,507	15,037	4,774	8,263	61,721	3,459
St. Croix, Wisc.	*44.6*	*.0195*	*28.5*	*11.2*	*16.3*	*15.4*	*24.0*	*14.8*	*140,563*	*34,935*	*11,954*	*5,647*	*2,890*	*30,074*	*6,909*
SUBURBAN TOTAL	1,494.0	.6538	27.8	13.0	20.7	17.6	17.5	502.1	7,952,690	1,341,933	674,228	1,424,284	294,883	1,572,072	181,921
ROCHESTER	**92.7**	**.0406**	**28.4**	**13.6**	**21.6**	**15.6**	**20.2**	**33.4**	**532,651**	**85,689**	**45,784**	**79,166**	**22,782**	**103,921**	**18,411**
Olmsted	92.7	.0406	28.4	13.6	21.6	15.6	20.2	33.4	532,651	85,689	45,784	79,166	22,782	103,921	18,411
• Rochester	58.2	.0255	29.0	15.4	21.5	15.4	21.7	22.2	454,582	75,548	41,655	79,134	22,245	58,178	16,647
SUBURBAN TOTAL	34.5	.0151	27.5	10.6	21.8	15.9	17.8	11.2	78,069	10,141	4,129	32	537	45,743	1,764
ST. CLOUD	**165.9**	**.0726**	**25.6**	**17.5**	**14.9**	**14.1**	**21.8**	**50.8**	**778,076**	**86,212**	**55,484**	**88,880**	**23,136**	**105,076**	**14,922**
Benton	25.6	.0112	26.6	14.3	16.0	13.7	22.8	8.5	83,418	21,019	12,854	748	2,910	5,472	1,816
Sherburne	30.9	.0135	26.5	16.4	16.6	13.6	22.4	9.3	57,999	3,066	5,492	407	1,083	18,292	1,056
Stearns	109.4	.0479	25.0	18.6	14.2	14.3	21.5	33.0	636,659	62,127	37,138	87,725	19,143	81,312	12,050
• St. Cloud	42.9	.0188	24.4	28.0	13.9	12.8	21.1	13.4	496,877	30,332	28,054	84,915	12,239	37,309	9,911
SUBURBAN TOTAL	123.0	.0538	26.3	13.8	15.4	14.5	22.1	37.4	281,199	55,880	27,430	3,965	10,897	67,767	5,011
OTHER COUNTIES															
Aitkin	13.6	.0060	40.0	6.9	10.9	14.4	40.4	5.1	39,995	7,820	3,670	3,260	144	6,439	1,555
Becker	29.8	.0130	32.1	9.2	13.0	14.9	31.4	10.4	103,552	20,665	7,226	8,273	2,774	17,182	2,121
Beltrami	31.4	.0138	25.4	21.2	13.2	13.1	24.3	10.3	134,530	26,458	16,673	12,534	5,871	27,373	1,987
Big Stone	7.7	.0034	37.9	7.6	11.7	15.9	37.2	2.9	29,741	2,797	3,639	725	322	4,610	1,031
Blue Earth	52.5	.0229	25.1	25.0	14.4	13.1	22.7	18.3	282,312	54,377	31,416	29,175	11,989	63,677	9,665
Brown	28.7	.0126	31.9	12.7	14.0	15.5	30.1	10.1	109,660	28,703	9,676	5,131	2,271	18,123	3,016
Carlton	30.1	.0132	31.4	10.5	14.9	17.4	27.2	10.3	119,263	27,843	9,237	7,922	1,842	26,896	3,423
Cass	21.4	.0094	37.5	8.4	11.6	14.1	38.3	7.6	58,224	14,296	5,298	1,043	452	6,348	719
Chippewa	15.0	.0065	34.7	8.9	13.7	15.9	33.7	5.7	50,527	9,212	3,449	4,476	1,230	9,643	2,152
Clearwater	8.8	.0039	35.1	8.9	12.3	14.2	35.9	3.0	21,616	3,911	1,386	2,136	661	2,320	1,134
Cook	4.1	.0018	35.6	7.9	16.0	18.0	32.7	1.6	17,160	2,544	2,448	1,117	108	1,369	436
Cottonwood	14.9	.0065	35.4	8.5	13.5	15.7	34.8	5.5	55,018	11,657	3,598	3,607	2,065	13,609	1,028
Crow Wing	42.4	.0185	32.7	10.7	14.0	14.9	31.9	15.6	172,189	33,789	17,493	16,472	6,205	30,347	4,518
Dodge	15.0	.0066	31.9	9.1	15.6	15.6	29.6	5.1	41,535	10,500	2,945	316	549	9,676	748
Douglas	28.3	.0124	33.2	11.5	13.1	15.1	32.6	10.3	113,577	16,820	12,184	6,769	6,523	18,573	4,643
Faribault	19.7	.0086	35.6	8.9	13.0	16.0	34.6	7.5	67,994	12,601	6,243	961	1,923	15,675	2,093
Fillmore	21.9	.0096	35.9	8.8	12.9	15.9	35.0	7.9	71,481	18,981	4,912	877	3,564	19,014	1,790
Freeborn	36.3	.0159	31.9	11.8	15.4	16.8	28.5	13.4	163,071	27,311	11,875	17,688	5,643	45,887	5,274
Goodhue	39.1	.0171	33.3	9.8	14.5	15.7	31.9	13.9	159,344	48,596	14,612	11,868	5,656	30,120	4,421
Grant	7.2	.0032	39.6	6.9	12.5	15.5	39.2	2.7	19,736	4,188	2,044	160	162	6,709	877
Houston	19.7	.0086	32.0	10.8	13.5	16.4	29.7	6.9	43,595	13,569	4,687	1,281	1,367	3,054	586
Hubbard	14.4	.0063	36.8	7.7	12.8	14.5	37.2	5.2	57,960	17,472	3,788	1,342	1,664	9,754	1,885
Isanti	24.2	.0106	30.1	10.4	16.6	15.0	26.9	7.8	54,005	14,536	3,438	4,024	2,358	9,213	2,381
Itasca	43.7	.0192	31.5	9.9	13.0	16.6	28.9	15.4	173,830	38,191	13,603	12,235	2,584	28,387	3,859
Jackson	13.7	.0059	34.7	10.7	12.2	16.5	33.1	5.0	34,102	8,245	2,641	151	1,371	8,656	1,701
Kanabec	12.4	.0055	32.7	8.4	14.7	14.7	31.9	4.4	34,260	9,830	2,748	1,196	542	7,159	802
Kandiyohi	37.3	.0163	32.1	11.7	13.7	15.8	30.3	13.2	144,510	22,180	14,236	21,841	5,158	16,670	4,899
Kittson	6.7	.0029	36.7	7.8	12.1	16.3	35.6	2.5	20,738	5,126	1,593	623	854	3,413	1,133
Koochiching	17.6	.0077	30.6	11.0	14.3	17.1	26.6	6.2	70,506	12,419	6,383	4,476	2,390	3,825	3,498
Lac qui Parle	10.6	.0047	39.7	6.7	11.3	16.6	38.7	3.9	25,829	4,801	1,723	593	1,453	5,842	881
Lake	13.0	.0057	30.2	10.4	16.3	17.9	24.2	4.6	43,993	9,650	3,585	690	288	12,250	1,135
Lake of the Woods	3.8	.0016	32.5	9.3	14.2	14.8	31.7	1.4	12,003	1,434	1,192	330		600	322
Le Sueur	23.6	.0104	32.4	10.3	14.9	14.8	31.3	8.2	63,714	12,972	4,947	731	1,901	11,763	2,869
Lincoln	8.2	.0035	37.0	7.1	12.0	16.3	36.0	3.0	27,010	2,939	2,717	893	1,126	5,874	930
Lyon	25.3	.0111	29.1	16.0	13.7	14.3	27.6	8.8	99,355	15,111	7,806	9,604	3,811	13,294	4,010
McLeod	29.9	.0131	31.7	11.8	16.4	15.7	28.9	10.6	121,948	26,813	6,726	7,965	4,488	27,167	4,235
Mahnomen	5.5	.0024	29.9	7.7	11.9	14.3	29.7	1.8	14,538	3,037	920	1,055	321	2,690	461
Marshall	13.0	.0057	33.8	7.9	13.6	15.9	32.5	4.5	36,265	5,953	3,097	780	251	7,042	457
Martin	24.8	.0108	35.2	9.4	13.9	16.2	34.1	9.5	102,697	30,846	9,613	8,533	5,708	17,533	3,319
Meeker	20.8	.0092	33.6	9.5	13.2	15.4	32.7	7.3	58,674	10,792	5,921	4,066	1,774	8,969	1,680
Mille Lacs	18.7	.0081	34.0	8.7	14.1	15.0	33.6	6.6	75,700	15,403	3,712	2,119	1,745	17,553	1,351
Morrison	29.6	.0130	30.3	9.4	12.8	15.1	28.9	9.7	76,075	13,166	8,634	4,719	1,295	10,903	3,488
Mower	40.1	.0175	32.6	10.9	13.3	17.8	29.0	15.1	148,594	32,483	13,330	14,270	9,855	27,636	7,843
Murray	11.5	.0051	33.4	8.4	12.3	16.2	31.8	4.1	31,559	9,479	3,294	951	1,838	4,538	1,191
Nicollet	27.2	.0119	27.2	19.8	15.6	14.5	23.4	8.8	67,503	16,047	11,487	1,064	2,084	14,778	3,423
Nobles	21.8	.0095	32.1	11.2	14.3	16.2	29.6	7.9	91,434	13,466	7,545	7,746	3,941	20,818	2,794
Norman	9.3	.0041	39.7	7.4	12.1	16.0	39.0	3.4	24,530	5,093	1,809	143	359	6,687	932
Otter Tail	52.5	.0229	37.1	8.7	12.0	15.7	36.5	18.9	165,074	28,708	15,763	6,838	6,869	33,972	4,236
Pennington	15.4	.0068	30.2	13.3	13.9	14.1	29.3	5.6	82,146	13,432	5,899	8,551	3,897	12,312	2,315
Pine	20.2	.0088	34.5	7.8	13.2	15.3	34.1	7.0	64,687	12,870	8,365	1,658	797	19,281	914
Pipestone	11.6	.0051	33.9	10.2	12.5	15.9	32.8	4.4	45,954	8,264	3,345	3,323	2,039	6,084	965
☐ Polk	34.8	.0152	32.6	11.2	12.8	15.6	31.2	12.3	149,816	33,087	14,891	5,672	5,620	17,288	7,942
Pope	11.7	.0051	38.6	7.0	12.0	15.9	37.8	4.3	21,770	5,345	3,188	832	114	2,614	1,003
Red Lake	5.5	.0024	31.3	9.6	12.9	14.1	31.1	1.9	14,297	2,657	1,775	257	994	2,142	196
Redwood	19.3	.0084	34.4	8.3	13.7	15.6	33.6	6.9	61,982	12,686	3,661	1,721	3,123	11,652	2,446

MINN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Renville	20.3	.0089	35.7	7.9	12.4	15.9	34.9	7.4	48,767	10,400	4,744	938	1,367	14,246	2,185
Rice	46.6	.0204	28.2	18.3	15.1	14.1	25.6	14.6	150,989	32,360	20,248	6,012	5,653	24,416	2,230
Rock	10.7	.0047	32.3	10.0	13.7	16.4	29.9	3.9	27,090	4,959	3,510	1,128	672	8,058	528
Roseau	12.7	.0056	32.2	8.7	13.5	15.4	30.8	4.4	41,304	10,113	2,826	3,248	1,710	7,353	1,346
Sibley	15.4	.0068	33.4	8.9	13.9	15.9	31.9	5.4	37,511	6,537	3,459	2,014	937	5,580	921
Steele	30.7	.0134	30.9	11.4	16.1	16.0	27.4	10.8	110,500	19,248	12,150	10,586	5,728	21,727	3,172
Stevens	11.4	.0050	29.4	17.9	11.3	15.6	28.1	3.9	40,930	9,322	3,616	2,438	1,667	5,135	2,122
Swift	12.9	.0056	35.5	8.5	12.0	15.6	35.0	4.7	43,799	10,327	2,846	2,811	598	5,332	1,942
Todd	25.3	.0111	33.9	8.2	12.1	15.2	33.5	8.7	64,899	15,232	4,133	2,353	519	13,073	1,633
Traverse	5.5	.0024	37.6	6.6	11.7	16.7	36.2	2.0	18,799	3,665	1,720	583	1,017	4,013	464
Wabasha	19.6	.0086	32.6	9.4	14.2	14.3	32.3	6.9	52,454	9,420	4,510	757	1,106	9,137	2,129
Wadena	14.3	.0063	32.3	9.4	12.3	14.3	32.4	4.9	63,781	10,796	2,791	4,884	2,337	11,840	1,516
Waseca	18.6	.0081	32.3	10.3	14.8	15.5	30.5	6.6	54,224	12,426	5,561	3,872	1,494	9,186	1,835
Watonwan	12.3	.0054	34.2	9.1	14.0	16.0	32.9	4.7	46,260	8,033	5,226	2,021	1,395	15,176	1,548
Wilkin	8.3	.0036	33.2	10.6	13.0	16.3	31.3	2.9	29,178	6,002	2,778	443	818	4,064	2,105
Winona	46.4	.0203	28.6	19.8	14.0	13.8	27.2	15.8	157,711	36,779	15,275	17,536	5,569	28,308	3,963
Yellow Medicine	13.6	.0059	34.8	9.4	12.8	15.7	34.1	5.0	37,064	8,212	2,825	1,273	1,021	5,651	1,384
TOTAL METRO COUNTIES	**2,648.5**	**1.1590**	**28.6**	**15.0**	**18.6**	**16.1**	**22.1**	**959.1**	**12,987,293**	**2,206,005**	**1,226,781**	**2,182,060**	**530,240**	**2,263,080**	**328,301**
TOTAL STATE	**4,103.6**	**1.7959**	**29.7**	**13.7**	**16.8**	**15.9**	**25.2**	**1,473.7**	**18,053,915**	**3,257,920**	**1,688,254**	**2,516,068**	**702,161**	**3,228,090**	**486,095**

MINN.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
DULUTH - SUPERIOR	**2,000,654**	**18,436**	**5.3**	**11.7**	**31.8**	**28.8**	**.1126**
St. Louis	1,689,304	18,780	5.1	11.4	31.7	30.0	.0953
• Duluth	760,424	18,623	5.6	11.7	27.7	32.1	.0430
Douglas, Wisc.	*311,350*	*16,814*	*5.9*	*13.3*	*33.2*	*22.4*	*.0173*
• *Superior*	*222,379*	*16,884*	*6.0*	*13.4*	*31.3*	*24.2*	*.0125*
SUBURBAN TOTAL	1,017,851	18,628	4.8	11.3	34.9	27.5	.0571
FARGO - MOORHEAD	**1,188,798**	**21,063**	**4.8**	**12.0**	**27.6**	**38.6**	**.0700**
Clay	415,959	22,583	4.2	10.9	27.4	42.6	.0215
• Moorhead	252,928	23,702	3.8	10.1	26.3	46.1	.0141
Cass, N. D.	*772,839*	*20,281*	*5.1*	*12.6*	*27.6*	*36.7*	*.0485*
• *Fargo*	*587,280*	*21,917*	*4.9*	*11.7*	*25.0*	*41.6*	*.0385*
SUBURBAN TOTAL	348,590	18,689	5.2	13.7	32.0	29.9	.0174
MINNEAPOLIS - ST. PAUL	**19,563,065**	**22,788**	**3.8**	**10.3**	**29.3**	**42.9**	**1.0529**
Anoka	1,481,775	22,822	2.4	8.2	41.4	39.8	.0810
Carver	300,508	22,201	4.0	9.5	27.8	42.0	.0146
Chisago	170,638	19,133	4.7	9.7	31.7	29.9	.0101
Dakota	1,563,937	21,881	3.3	9.9	39.5	37.3	.0918

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
Hennepin	9,811,526	23,737	4.0	10.5	25.2	46.4	.5242
Bloomington	865,905	29,849	1.4	5.0	21.3	68.3	.0484
Edina	802,566	39,931	1.3	4.3	11.9	77.5	.0405
• Minneapolis	3,500,291	17,960	5.9	14.6	27.1	31.0	.1736
Richfield	399,810	26,305	2.2	8.0	29.6	55.0	.0239
St. Louis Park	473,998	25,056	2.6	8.9	29.5	50.3	.0247
Ramsey	4,340,288	22,788	4.1	10.4	27.2	43.3	.2292
• St. Paul	2,530,597	20,259	4.9	12.1	27.7	36.4	.1284
Scott	334,867	22,111	3.9	9.2	31.8	39.8	.0174
Washington	911,422	23,301	3.0	8.5	34.6	43.2	.0468
Wright	315,503	15,280	6.4	17.0	33.1	17.9	.0205
St. Croix, Wisc.	*332,601*	*20,020*	*4.6*	*11.3*	*32.4*	*33.4*	*.0173*
SUBURBAN TOTAL	13,532,177	24,507	2.9	8.4	30.3	48.3	.7509
ROCHESTER	**852,593**	**23,371**	**4.3**	**10.2**	**25.5**	**45.3**	**.0482**
Olmsted	852,593	23,371	4.3	10.2	25.5	45.3	.0482
• Rochester	567,173	23,439	4.4	10.4	23.7	45.8	.0348
SUBURBAN TOTAL	285,420	23,272	3.9	10.0	29.2	44.1	.0134

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Well-heeled. Well-read.

In the 10-County Minneapolis-St. Paul SMSA:

$21,450 is the median household income, 6th highest among major metros.

$13, 663 is the retail sales expenditure per household, 4th highest among 15 leading U.S. markets.

A single newspaper buy in The Minneapolis Star and Minneapolis Tribune delivers a big 48% of adults daily and 64% on Sunday.

59% of affluent adults earning $30,000 and over read The Star or the Tribune or both daily; 72% on Sunday.

For more information, call Display Advertising Manager, Jim Anderson (612) 372-3907.
Or contact our representatives, Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Minneapolis Star / Minneapolis Tribune
425 Portland Avenue Minneapolis MN 55488

Sources: May/November 1980 Reader Demographic Study; 1980 Sales and Marketing Management Survey of Buying Power.

MINN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ST. CLOUD	**1,021,348**	**17,718**	**5.4**	**13.7**	**33.7**	**25.9**	**.0667**
Benton	160,206	17,167	5.7	15.0	32.9	24.9	.0092
Sherburne	186,613	18,451	4.6	13.5	37.3	25.7	.0096
Stearns	674,529	17,652	5.6	13.4	33.0	26.1	.0479
• St. Cloud	324,364	20,509	5.1	11.6	29.7	35.9	.0281
SUBURBAN TOTAL	696,984	16,956	5.6	14.4	35.3	22.2	.0386
OTHER COUNTIES							
Aitkin	62,189	9,783	8.4	17.9	22.6	8.6	.0041
Becker	179,225	13,818	6.9	15.6	25.6	20.8	.0107
Beltrami	182,089	14,222	6.8	16.8	26.2	21.2	.0120
Big Stone	43,751	12,425	7.3	19.8	24.7	16.1	.0029
Blue Earth	411,375	18,920	5.7	15.2	28.5	32.4	.0246
Brown	206,700	18,272	5.3	13.1	29.2	29.8	.0116
Carlton	194,066	17,512	4.1	14.5	38.8	20.9	.0118
Cass	99,030	10,029	9.7	18.9	22.8	8.5	.0065
Chippewa	107,433	16,086	5.9	16.2	26.9	26.5	.0057
Clearwater	40,462	10,109	8.4	16.3	22.3	11.9	.0026
Cook	30,826	15,803	6.1	16.9	29.0	24.0	.0016
Cottonwood	126,761	18,128	6.0	13.6	25.4	33.2	.0065
Crow Wing	244,488	14,213	6.6	16.8	30.5	16.6	.0159
Dodge	82,851	14,685	7.2	16.4	32.3	16.7	.0048
Douglas	191,571	15,313	6.7	15.5	27.3	23.7	.0113
Faribault	145,702	16,246	6.3	16.3	29.3	24.5	.0079
Fillmore	140,415	14,830	7.8	15.5	26.1	23.5	.0079
Freeborn	284,471	19,974	4.7	12.8	29.8	33.9	.0162
Goodhue	291,905	19,385	5.2	11.6	28.5	33.6	.0163
Grant	42,642	12,396	9.6	19.1	24.9	15.4	.0025
Houston	137,592	17,324	6.0	13.9	28.5	28.4	.0069
Hubbard	67,200	10,110	8.3	16.9	23.7	9.8	.0050
Isanti	142,929	17,287	5.2	13.1	33.7	23.7	.0077
Itasca	279,886	16,960	5.6	14.2	33.5	22.9	.0169
Jackson	107,057	17,644	5.7	16.0	25.5	32.1	.0052
Kanabec	68,386	13,888	7.5	17.1	29.1	16.8	.0040
Kandiyohi	278,642	17,895	6.0	14.1	26.2	32.0	.0155
Kittson	37,482	12,824	7.2	21.0	27.6	13.4	.0022
Koochiching	85,337	12,628	6.8	22.9	30.1	8.6	.0061
Lac qui Parle	57,744	12,308	7.8	20.3	26.5	12.7	.0033
Lake	104,962	21,640	3.3	8.0	37.1	36.2	.0055
Lake of the Woods	23,121	13,386	7.1	19.5	27.0	16.4	.0013
Le Sueur	172,580	18,047	5.1	13.1	28.4	30.4	.0088
Lincoln	40,407	11,216	6.3	19.4	22.9	12.9	.0027
Lyon	180,820	17,961	6.0	14.0	30.8	28.1	.0103
McLeod	258,108	21,811	4.5	11.6	25.1	41.6	.0134
Mahnomen	29,149	12,361	6.7	15.5	22.1	20.5	.0018
Marshall	72,688	13,693	7.5	16.6	28.2	17.4	.0042
Martin	204,880	18,721	5.2	14.3	28.7	32.1	.0110
Meeker	135,892	15,429	6.7	14.3	25.0	26.1	.0074
Mille Lacs	109,654	14,175	6.7	15.4	28.6	18.7	.0070
Morrison	168,595	14,026	6.6	15.2	27.9	19.0	.0097
Mower	319,310	19,926	5.0	11.2	27.8	35.0	.0169
Murray	85,435	15,834	7.5	17.7	24.8	28.2	.0043
Nicollet	197,153	19,489	5.5	13.3	28.9	34.7	.0098
Nobles	165,823	17,516	5.3	15.0	28.6	29.9	.0094
Norman	58,175	14,122	6.8	19.1	25.2	21.4	.0032
Otter Tail	330,868	14,308	7.0	15.3	26.1	21.7	.0188
Pennington	122,111	18,113	5.9	13.3	27.8	31.4	.0073
Pine	108,082	13,659	6.5	16.0	28.4	16.5	.0068
Pipestone	76,270	14,463	7.9	15.9	26.7	21.7	.0045
☐ Polk	240,430	17,006	5.9	14.1	27.7	28.0	.0143
Pope	104,447	17,867	6.4	12.0	22.5	34.3	.0046
Red Lake	34,685	14,391	6.6	16.9	23.2	24.6	.0020
Redwood	97,797	11,993	8.0	20.7	26.4	11.6	.0063
Renville	138,056	15,860	6.2	17.3	29.6	23.6	.0071
Rice	303,333	18,008	5.5	13.9	32.3	28.0	.0170
Rock	83,591	18,347	5.2	12.8	29.1	31.9	.0041
Roseau	73,886	14,827	6.5	15.8	29.3	20.1	.0045
Sibley	122,810	19,638	5.1	12.7	26.1	34.8	.0060
Steele	236,082	19,952	5.3	12.8	30.1	33.8	.0126
Stevens	92,787	19,837	5.9	10.1	24.8	37.0	.0048
Swift	76,846	13,477	7.5	16.6	25.2	19.8	0047
Todd	124,828	10,729	7.9	16.4	21.8	14.4	.0077
Traverse	36,227	14,037	7.4	16.2	24.9	22.5	.0020
Wabasha	127,516	16,185	6.3	16.5	30.3	23.0	.0069
Wadena	73,428	12,467	8.2	16.7	27.2	14.6	.0052
Waseca	145,575	18,810	5.5	13.9	26.2	33.9	.0072
Watonwan	85,673	16,241	5.3	16.6	30.0	23.9	.0049
Wilkin	52,068	15,939	6.8	18.2	32.1	21.1	.0031
Winona	292,347	16,166	6.0	14.3	30.9	22.4	.0170
Yellow Medicine	101,670	16,764	6.1	15.0	27.4	28.0	.0051
TOTAL METRO COUNTIES	**23,450,098**	**22,131**	**4.1**	**10.6**	**29.3**	**41.0**	**1.2816**
TOTAL STATE	**33,188,040**	**20,089**	**4.8**	**12.1**	**29.0**	**35.4**	**1.8347**

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S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BILOXI - GULFPORT	**194.2**	**.0850**	**25.4**	**17.9**	**15.3**	**16.0**	**19.3**	**64.9**	**691,603**	**185,386**	**62,434**	**120,500**	**25,573**	**105,869**	**23,657**
Hancock	25.1	.0110	30.8	11.6	15.3	16.3	27.2	8.4	62,150	25,375	2,707	4,229	415	10,927	2,268
Harrison	159.3	.0697	24.7	19.0	15.5	16.0	17.7	53.4	600,029	152,906	58,513	114,212	24,693	89,096	20,155
• Biloxi	49.1	.0215	23.8	26.8	13.8	14.5	17.1	16.4	205,573	35,954	19,920	68,872	8,856	18,163	8,364
• Gulfport	39.5	.0173	27.0	14.9	15.3	17.0	20.8	14.5	312,104	92,587	34,559	30,781	14,221	55,931	9,430
Stone	9.8	.0043	27.8	16.4	13.8	15.2	24.9	3.1	29,424	7,105	1,214	2,059	465	5,846	1,234
SUBURBAN TOTAL	105.6	.0462	26.4	14.9	16.3	16.2	19.7	34.0	173,926	56,845	7,955	20,847	2,496	31,775	5,863
JACKSON	**325.2**	**.1423**	**27.9**	**13.8**	**17.0**	**16.7**	**21.3**	**110.6**	**1,405,192**	**322,883**	**120,072**	**233,266**	**67,496**	**261,567**	**42,821**
Hinds	253.6	.1110	27.5	14.6	16.6	16.6	20.9	87.9	1,233,209	274,624	91,656	216,329	57,583	242,729	37,843
• Jackson	205.9	.0901	28.2	14.6	16.2	17.1	21.8	73.7	1,086,857	225,865	87,281	210,262	56,538	226,901	23,147
Rankin	71.6	.0313	29.2	11.2	18.5	16.9	22.3	22.7	171,983	48,259	28,416	16,937	9,913	18,838	4,978
SUBURBAN TOTAL	119.3	.0522	27.5	12.5	18.3	16.0	20.2	36.9	318,335	97,018	32,791	23,004	10,958	34,666	19,674
PASCAGOULA - MOSS POINT	**120.2**	**.0526**	**26.1**	**13.0**	**19.6**	**16.5**	**16.2**	**38.7**	**362,335**	**118,009**	**25,660**	**60,901**	**11,078**	**40,603**	**15,144**
Jackson	120.2	.0526	26.1	13.0	19.6	16.5	16.2	38.7	362,335	118,009	25,660	60,901	11,078	40,603	15,144
• Moss Point	18.9	.0083	24.7	13.4	18.6	15.3	15.5	5.7	22,531	8,374	943	527	908	2,494	928
• Pascagoula	29.3	.0128	27.0	13.8	19.8	16.8	17.3	9.9	247,247	73,063	17,641	52,219	9,338	33,103	11,451
SUBURBAN TOTAL	72.0	.0315	26.1	12.5	19.9	16.6	15.8	23.1	92,557	36,572	7,076	8,155	832	5,006	2,765
OTHER COUNTIES															
Adams	38.0	.0167	28.8	11.1	14.9	16.6	24.2	12.9	195,511	53,208	12,563	27,714	8,573	42,388	5,311
Alcorn	33.5	.0146	31.9	11.9	16.6	16.4	28.5	12.2	115,283	20,515	7,771	13,285	5,390	20,271	2,796

MISS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Amite	13.3	.0059	31.2	10.2	12.2	14.5	30.8	4.4	18,999	6,966	685	1,430	624	3,476	1,005
Attala	19.8	.0086	33.0	10.5	12.6	14.9	32.7	6.9	52,785	15,916	1,296	5,602	2,699	8,806	1,752
Benton	8.2	.0036	30.7	10.6	13.3	15.1	29.2	2.6	7,851	5,046	244	259	163	592	171
Bolivar	45.4	.0199	23.7	15.2	11.5	11.9	23.8	13.6	110,896	36,200	6,603	9,304	3,512	18,800	5,458
Calhoun	15.7	.0068	32.9	10.6	13.7	15.1	32.0	5.5	42,810	12,356	1,009	2,306	1,159	10,132	1,864
Carroll	9.8	.0043	31.2	11.3	13.3	14.1	30.8	3.3	11,840	2,264	165	173	121	202	106
Chickasaw	17.9	.0079	29.9	10.9	14.7	14.5	28.0	5.9	53,151	19,858	1,374	3,132	4,263	12,024	1,322
Choctaw	9.0	.0039	32.6	11.0	13.4	14.2	32.6	3.0	13,764	7,111	208	969	615	822	619
Claiborne	12.4	.0054	23.8	21.3	10.3	11.1	25.1	3.7	26,847	11,148	2,337	635	479	4,450	188
Clarke	17.1	.0075	31.3	11.1	14.1	14.4	30.4	5.9	32,124	13,639	1,127	1,734	575	5,357	736
Clay	21.2	.0093	27.5	13.4	13.6	14.6	25.1	6.9	53,508	16,448	3,333	6,233	3,252	8,574	2,157
Coahoma	36.5	.0160	26.8	11.4	12.1	13.2	26.8	11.7	111,810	35,323	4,839	8,526	4,222	19,870	3,084
Copiah	26.6	.0116	29.0	13.5	12.1	13.9	28.9	8.6	71,228	21,462	2,785	4,942	3,314	13,464	2,692
Covington	16.1	.0071	29.7	10.4	15.3	15.0	26.9	5.3	37,601	11,491	880	4,801	556	10,688	1,618
☐ De Soto	55.7	.0243	26.6	11.5	19.7	15.0	18.3	17.1	119,015	52,040	6,033	13,980	3,129	19,009	3,420
Forrest	66.5	.0291	26.7	19.5	14.6	14.6	23.3	23.4	318,737	43,436	35,405	67,176	17,455	49,827	16,600
Hattiesburg	40.9	.0179	25.3	23.7	13.2	13.7	23.5	15.3	319,055	43,328	34,335	64,846	17,198	56,280	14,733
Franklin	8.2	.0036	33.7	9.5	12.2	15.4	33.0	2.9	15,364	2,107	154	426	312	2,871	3,905
George	15.5	.0068	28.0	11.2	16.9	15.3	22.9	4.9	35,629	16,644	837	3,637	855	4,892	1,534
Greene	9.9	.0043	27.9	12.2	14.4	14.3	25.5	3.1	12,665	5,741	171	704	91	1,815	409
Grenada	21.1	.0093	29.8	11.4	14.8	15.3	27.0	7.2	112,041	28,866	2,749	10,477	4,373	39,565	4,237
Holmes	22.9	.0100	27.1	12.2	10.3	12.2	29.7	7.1	51,147	18,957	1,007	2,887	447	7,014	2,254
Humphreys	13.9	.0061	25.9	11.4	12.2	12.6	26.4	4.3	26,389	5,330	702	1,825	548	4,901	1,606
Issaquena	2.5	.0011	28.9	9.8	14.3	12.8	28.5	.8	700	656	44				
Itawamba	20.8	.0091	32.3	12.5	16.4	15.9	29.6	7.2	41,573	17,322	1,053	995	1,151	9,160	1,300
Jasper	17.3	.0075	29.4	10.9	13.9	14.7	27.6	5.7	30,242	6,849	491	2,683	262	7,394	2,564
Jefferson	9.2	.0041	26.8	11.5	11.2	12.4	28.4	2.8	12,129	7,844	341	155	80	2,020	387
Jefferson Davis	13.9	.0061	28.4	11.5	13.1	14.0	27.4	4.4	27,062	11,005	231	1,086	179	5,303	589
Jones	62.3	.0272	30.9	11.9	15.0	16.5	27.3	21.9	226,796	63,311	15,123	29,516	12,867	31,275	7,794
Kemper	10.1	.0044	31.1	10.6	11.4	13.8	31.8	3.3	13,137	6,400	152	1,805		852	
Lafayette	31.4	.0138	24.1	28.5	14.4	11.3	20.6	9.9	79,246	26,044	6,784	9,109	2,541	7,809	3,245
Lamar	24.5	.0107	28.2	12.2	14.9	15.4	24.5	8.1	67,523	31,984	2,122	1,595	124	14,254	1,664
Lauderdale	77.9	.0341	29.4	13.7	14.7	15.5	26.3	27.3	394,042	99,212	23,747	68,651	14,063	64,281	12,915
Meridian	46.5	.0204	31.2	12.0	14.2	15.8	28.8	17.4	369,012	95,339	21,330	67,560	13,813	63,904	12,915
Lawrence	12.6	.0055	29.5	10.0	14.9	15.6	26.3	4.2	26,343	10,238	330	1,167	1,355	7,001	423
Leake	18.9	.0083	32.6	10.4	12.8	15.1	31.8	6.5	45,253	16,714	1,748	6,667	1,861	6,695	1,668
Lee	57.8	.0253	29.8	11.5	17.0	16.6	24.5	20.4	312,828	70,867	27,027	49,873	12,307	56,049	8,186
Leflore	41.3	.0181	26.8	13.7	13.1	13.1	26.2	13.1	142,661	37,523	9,443	17,502	6,899	19,411	4,380
Lincoln	30.4	.0133	30.4	11.7	13.9	15.8	27.7	10.3	88,069	28,193	4,372	5,385	4,286	14,730	4,075
Lowndes	57.8	.0253	26.2	15.8	16.4	14.6	20.9	19.0	220,381	51,808	16,950	28,398	7,880	28,801	6,925
Madison	42.5	.0186	24.8	12.8	12.9	13.7	23.1	13.2	87,424	26,269	2,375	8,954	2,048	20,266	2,851
Marion	25.9	.0113	29.8	11.4	13.5	15.7	27.4	8.7	82,603	35,758	3,177	5,849	2,521	12,599	1,946
Marshall	29.6	.0129	24.7	13.5	13.5	13.2	22.7	8.7	55,340	26,254	2,154	812	563	7,871	1,299
Monroe	36.5	.0160	30.6	11.3	15.4	15.2	28.0	12.4	116,751	32,529	4,349	13,400	3,684	24,069	4,984
Montgomery	13.4	.0059	31.7	9.7	13.2	14.7	30.9	4.6	36,919	10,224	1,742	3,107	2,233	7,043	2,015
Neshoba	24.0	.0105	31.1	11.0	13.5	15.8	29.0	8.2	62,920	22,128	900	6,669	2,337	12,316	2,281
Newton	20.0	.0087	31.9	12.4	12.7	15.4	30.7	7.0	44,188	16,703	1,447	1,744	879	3,051	1,155
Noxubee	13.1	.0058	27.2	10.8	12.0	13.5	27.1	4.0	28,550	10,978	299	4,884	840	2,073	1,380
Oktibbeha	36.5	.0159	23.6	27.6	14.4	11.9	18.1	11.3	98,617	27,643	7,047	11,626	3,807	8,428	2,432
Panola	28.2	.0124	28.2	10.9	12.3	13.7	27.8	9.0	78,587	32,227	1,859	3,609	1,005	13,708	3,072
Pearl River	34.2	.0150	28.6	12.8	16.1	17.3	22.4	11.2	88,766	37,507	5,614	10,989	4,873	11,601	3,395
Perry	9.9	.0043	28.2	11.6	14.5	15.0	25.2	3.2	15,459	7,860	437	2,201	73	1,769	778
Pike	36.4	.0159	30.8	11.0	12.6	15.1	29.7	12.5	154,886	40,298	9,191	9,838	4,495	40,915	7,726
Pontotoc	21.2	.0093	33.5	11.2	13.9	15.4	32.5	7.5	45,109	11,473	942	7,937	832	9,230	1,775
Prentiss	24.3	.0106	32.0	12.6	15.0	15.9	29.6	8.4	81,315	30,953	2,171	9,989	3,226	17,497	1,858
Quitman	12.3	.0054	25.7	11.0	12.2	12.1	26.6	3.9	21,082	9,036	534	1,424	897	1,852	1,299
Scott	24.7	.0109	29.4	10.8	14.1	15.3	26.9	8.2	76,486	30,624	1,620	8,584	3,264	16,328	2,581
Sharkey	7.9	.0034	24.5	10.4	11.9	12.6	24.7	2.3	16,326	7,834	486	1,023	620	1,981	1,202
Simpson	23.7	.0104	30.3	11.0	14.1	14.9	28.4	7.8	67,540	21,507	2,225	4,959	1,434	14,435	3,193
Smith	15.2	.0066	30.5	11.7	14.9	15.3	28.0	5.1	27,906	13,444	273	1,150	474	5,746	1,177

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MISS. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Sunflower	34.5	.0151	25.9	13.1	13.4	13.3	24.5	9.7	80,584	44,180	1,263	3,487	1,579	8,771	2,563
Tallahatchie	16.9	.0074	27.5	10.4	11.4	12.6	28.9	5.3	24,112	12,015	248	623	217	4,423	856
Tate	20.2	.0089	25.0	16.3	13.2	12.8	24.1	6.1	69,682	30,292	3,876	6,663	385	8,647	2,057
Tippah	18.9	.0082	31.8	11.5	14.6	15.0	30.3	6.5	51,799	13,391	1,057	4,734	1,736	8,140	1,879
Tishomingo	18.7	.0082	33.7	10.9	15.7	16.6	31.4	6.9	44,298	11,117	1,695	4,124	1,123	9,876	2,106
Tunica	9.4	.0041	25.5	10.4	10.8	12.6	27.1	2.8	23,803	6,839	1,281	2,000	752	4,844	436
Union	21.9	.0096	32.3	11.7	14.6	15.4	30.6	7.9	58,374	20,366	2,272	9,408	1,227	9,912	2,336
Walthall	13.8	[illegible]	30.8	10.3	13.8	15.1	29.1	4.5	34,942	12,018	1,040	1,443	530	11,176	872
Warren	52.1	.0228	29.3	10.7	15.3	15.2	26.1	17.7	197,438	63,970	14,610	32,487	6,901	28,350	6,391
Washington	72.3	.0316	24.3	11.2	13.9	14.6	23.2	23.2	282,466	77,944	13,934	57,727	13,120	52,543	9,514
Wayne	19.3	.0084	28.2	11.8	15.0	14.9	24.9	6.3	53,168	14,955	2,424	3,068	2,956	11,024	2,014
Webster	10.3	.0046	33.2	11.0	13.7	15.0	32.5	3.6	28,166	8,308	1,482	1,021	687	5,686	289
Wilkinson	9.9	.0043	29.5	11.0	12.7	13.3	29.7	3.2	22,623	9,209	480	1,740	123	4,802	1,197
Winston	19.5	.0085	31.1	10.7	13.3	15.4	29.4	6.6	46,667	16,073	1,879	2,993	1,899	10,036	2,320
Yalobusha	13.2	.0058	31.9	10.8	11.9	13.5	32.8	4.7	28,086	6,612	794	1,913	1,141	1,950	670
Yazoo	27.3	.0119	30.0	9.5	12.6	14.8	28.9	8.9	70,583	21,714	1,537	9,271	4,121	10,963	1,935
TOTAL METRO COUNTIES	**695.3**	**.3042**	**26.8**	**14.6**	**17.2**	**16.3**	**19.6**	**231.3**	**2,578,145**	**678,318**	**214,199**	**428,647**	**107,276**	**427,048**	**85,042**
TOTAL STATE	**2,540.2**	**1.1117**	**28.1**	**13.3**	**15.0**	**15.1**	**24.6**	**842.6**	**8,237,675**	**2,394,572**	**511,115**	**1,092,861**	**315,331**	**1,416,805**	**288,415**

MISS.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
BILOXI - GULFPORT	**1,202,201**	**14,904**	**6.4**	**17.5**	**28.6**	**21.0**	**.0716**
Hancock	118,501	11,071	8.8	19.0	24.0	11.6	.0074
Harrison	1,036,864	15,600	6.1	17.1	29.3	22.9	.0611
• Biloxi	366,285	15,725	6.4	18.3	30.4	22.3	.0208
• Gulfport	288,134	16,592	5.6	15.6	29.1	26.3	.0211
Stone	46,836	13,115	5.9	19.2	27.4	15.5	.0031
SUBURBAN TOTAL	547,782	13,842	6.7	17.9	27.5	18.2	.0297
JACKSON	**2,365,043**	**17,866**	**5.3**	**14.0**	**25.4**	**32.7**	**.1373**
Hinds	1,947,013	18,269	5.2	13.4	23.8	34.7	.1141
• Jackson	1,636,255	18,082	5.4	14.1	24.2	34.2	.0969
Rankin	418,030	16,763	5.6	16.1	31.9	24.6	.0232
SUBURBAN TOTAL	728,788	17,473	5.2	13.7	27.9	29.8	.0404
PASCAGOULA - MOSS POINT	**977,215**	**22,781**	**3.3**	**9.6**	**30.4**	**43.3**	**.0486**
Jackson	977,215	22,781	3.3	9.6	30.4	43.3	.0486
• Moss Point	139,111	22,109	3.3	10.1	30.3	41.8	.0062
• Pascagoula	279,177	24,659	2.8	9.0	25.3	49.1	.0179
SUBURBAN TOTAL	558,927	22,309	3.5	9.7	32.7	41.1	.0245
OTHER COUNTIES							
Adams	216,209	13,157	6.5	14.0	23.0	22.0	.0154
Alcorn	213,439	15,415	5.6	13.9	27.8	23.4	.0124
Amite	58,225	9,537	7.3	14.2	18.0	16.3	.0034
Attala	71,546	7,532	7.5	16.7	17.2	6.5	.0052
Benton	35,682	10,305	8.5	17.9	22.7	10.7	.0019
Bolivar	204,528	9,583	6.8	12.7	17.5	18.5	.0132
Calhoun	79,129	11,241	7.1	17.3	21.9	14.9	.0048
Carroll	40,173	8,366	8.0	14.8	18.3	10.4	.0023
Chickasaw	92,436	12,965	6.5	15.2	24.7	19.1	.0058
Choctaw	34,989	10,202	6.9	21.2	21.9	7.7	.0023
Claiborne	60,167	11,077	7.0	12.3	19.6	20.8	.0035
Clarke	87,171	12,013	5.7	12.9	24.9	17.5	.0049
Clay	129,983	16,000	5.1	12.7	26.9	26.0	.0071
Coahoma	158,552	8,661	7.0	12.4	16.7	16.4	.0110
Copiah	122,227	10,696	7.0	15.4	20.6	16.2	.0079
Covington	67,071	10,721	8.4	19.0	23.5	10.5	.0045
☐ De Soto	327,062	17,719	5.8	12.3	26.1	30.8	.0175
Forrest	401,248	13,616	7.1	15.4	24.6	21.2	.0269
Hattiesburg	290,883	14,183	6.9	14.2	22.0	26.0	.0215
Franklin	37,490	9,305	7.6	12.6	19.1	15.8	.0022
George	77,405	14,587	4.7	17.0	30.6	17.6	.0045
Greene	30,850	8,152	9.5	19.4	18.8	3.1	.0022
Grenada	118,180	13,729	6.5	13.2	23.7	23.0	.0086
Holmes	79,114	7,018	7.6	13.3	14.6	9.9	.0058
Humphreys	55,453	8,379	7.7	13.9	15.7	14.3	.0036
Issaquena	12,561	8,972	7.3	12.6	15.0	19.4	.0006
Itawamba	90,310	11,205	8.3	22.3	25.8	7.3	.0057
Jasper	69,449	9,172	7.0	16.2	19.8	11.2	.0044
Jefferson	34,165	7,464	7.0	14.3	14.6	11.8	.0021
Jefferson Davis	55,830	9,517	6.9	15.8	19.2	13.4	.0036
Jones	397,032	15,339	5.7	13.8	26.5	24.5	.0235

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Kemper	35,984	7,333	7.6	15.5	14.5	9.9	.0021
Lafayette	173,918	12,723	8.0	14.9	22.1	21.6	.0101
Lamar	122,796	12,439	8.0	17.7	24.0	17.4	.0076
Lauderdale	484,928	13,885	6.6	16.5	23.9	22.4	.0325
Meridian	309,505	13,590	6.9	15.7	21.9	23.9	.0241
Lawrence	60,840	10,440	7.3	14.1	19.0	18.4	.0037
Leake	76,300	8.549	7.5	15.2	21.7	7.7	.0051
Lee	406,643	16,790	5.5	15.8	26.6	28.9	.0260
Leflore	195,976	10,619	6.8	14.6	19.2	18.3	.0134
Lincoln	151,845	12,024	7.7	17.7	25.4	14.5	.0096
Lowndes	378,644	16,232	6.0	15.0	25.6	27.9	.0223
Madison	189,964	10,603	8.0	16.4	20.5	15.4	.0116
Marion	113,980	10,404	7.7	18.1	20.6	12.8	.0081
Marshall	125,739	10,644	7.4	15.7	21.1	15.5	.0077
Monroe	199,049	14,077	6.3	15.7	28.8	18.3	.0123
Montgomery	52,361	9,000	7.3	18.1	20.5	7.7	.0039
Neshoba	123,058	12,105	6.7	16.0	24.5	16.3	.0074
Newton	104,731	11,881	6.8	16.0	24.3	15.7	.0059
Noxubee	53,146	8,741	7.9	15.8	16.2	13.1	.0036
Oktibbeha	196,946	12,403	7.7	14.2	21.2	21.6	.0115
Panola	120,086	10,051	6.5	14.5	21.6	14.0	.0083
Pearl River	172,196	12,457	7.0	17.8	24.4	16.4	.0105
Perry	49,232	13,368	6.0	15.7	26.5	18.9	.0028
Pike	176,584	10,775	8.7	16.7	21.0	15.6	.0128
Pontotoc	95,705	10,694	6.9	16.2	24.8	11.5	.0059
Prentiss	112,039	11,331	8.0	19.0	26.1	10.2	.0077
Quitman	40,963	6,296	6.7	12.7	14.7	8.8	.0029
Scott	106,974	10,775	9.1	18.8	22.6	12.0	.0074
Sharkey	32,768	8,941	9.4	12.4	14.1	19.0	.0020
Simpson	124,411	13,090	7.2	15.6	24.1	20.3	.0077
Smith	74,353	12,075	6.1	13.7	25.1	17.0	.0042
Sunflower	130,766	8,408	7.5	12.3	17.1	14.7	.0091
Tallahatchie	70,217	7,880	8.0	11.6	15.5	14.4	.0043
Tate	102,365	13,143	6.8	15.2	21.6	23.3	.0067
Tippah	86,738	10,879	8.9	18.4	25.4	10.0	.0056
Tishomingo	91,360	11,538	7.5	17.7	26.8	11.1	.0056
Tunica	34,947	7,128	7.4	12.3	13.8	11.4	.0025
Union	131,304	13,531	6.5	15.3	25.6	19.9	.0074
Walthall	56,039	9,390	9.2	18.3	19.6	9.4	.0038
Warren	316,122	14,835	5.9	13.4	23.7	25.9	.0194
Washington	410,427	12,770	6.4	13.9	20.0	24.4	.0264
Wayne	84,076	10,340	7.7	15.9	24.0	11.3	.0057
Webster	50,234	11,779	6.4	17.3	24.8	14.0	.0031
Wilkinson	39,829	8,805	8.8	16.1	16.1	12.8	.0027
Winston	90,498	10,670	8.1	15.6	22.7	14.0	.0056
Yalobusha	64,593	10,126	7.8	15.3	19.9	15.2	.0038
Yazoo	139,754	10,055	6.7	11.5	17.8	20.7	.0085
TOTAL METRO COUNTIES	**4,871,521**	**17,755**	**5.3**	**14.1**	**27.3**	**31.0**	**.2750**
TOTAL STATE	**14,253,563**	**13,387**	**6.5**	**15.0**	**23.7**	**21.6**	**.8711**

Kansas City: In The Money Belt

The two-state Kansas City market—the 29th largest in the nation*—is young, affluent, educated, and dominated by The Kansas City Times/Star.

% K.C. ADULTS IN KEY SEGMENTS	TIMES/STAR COVERAGE
50% are 25-49 years old	and 79% read the Times/Star
24% are college grads	and 90% read the Times/Star
37% in hshlds. with $25,000+ income	and 84% read the Times/Star
54% in "2+ income" hshlds.	and 82% read the Times/Star
54% of females are working women	and 78% read the Times/Star**
Base: 956,000 Kansas City adults	

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

* SOURCE: Census Bureau 1980 preliminary reports
** SOURCE: Belden Associates 1981 "Kansas City CMS." Coverage based on Times/Star plus Sunday Star insertion.

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MO. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
COLUMBIA	**102.7**	**.0449**	**24.4**	**29.9**	**18.1**	**12.0**	**17.1**	**36.6**	**440,413**	**83,852**	**53,841**	**63,889**	**14,253**	**81,392**	**17,598**
Boone	102.7	.0449	24.4	29.9	18.1	12.0	17.1	36.6	440,413	83,852	53,841	63,889	14,253	81,392	17,598
● Columbia	62.5	.0274	23.7	36.2	17.6	11.3	14.5	21.4	410,319	77,134	52,278	62,728	14,078	71,487	16,946
SUBURBAN TOTAL	40.2	.0175	26.6	20.1	18.8	13.1	21.1	15.2	30,094	6,718	1,563	1,161	175	9,905	652
JOPLIN	**128.7**	**.0563**	**32.9**	**12.3**	**14.5**	**15.7**	**31.3**	**49.2**	**600,306**	**109,760**	**48,022**	**74,310**	**22,686**	**145,858**	**23,086**
Jasper	87.5	.0383	32.9	12.8	14.2	15.4	31.6	34.0	503,600	83,490	41,170	66,790	20,143	121,454	21,918
● Joplin	38.9	.0170	32.5	14.1	14.6	14.8	31.5	15.8	397,907	63,131	31,285	57,603	17,671	95,863	18,403
Newton	41.2	.0180	32.9	11.4	14.9	16.5	30.4	15.2	96,706	26,270	6,852	7,520	2,543	24,404	1,168
SUBURBAN TOTAL	89.8	.0393	33.1	11.6	14.4	16.1	31.1	33.4	202,399	46,629	16,737	16,707	5,015	49,995	4,683
KANSAS CITY	**1,332.5**	**.5833**	**30.1**	**12.5**	**18.2**	**17.4**	**23.6**	**500.7**	**6,728,824**	**1,204,134**	**664,756**	**1,137,583**	**257,921**	**1,484,736**	**150,199**
Cass	51.9	.0227	29.0	11.7	18.0	17.2	21.9	17.9	150,412	36,299	12,566	12,165	3,009	33,162	4,702
Clay	138.1	.0605	28.7	13.5	20.2	18.8	18.5	51.0	787,006	130,838	66,253	156,719	25,022	224,583	12,666
Jackson	627.6	.2747	30.8	13.1	16.7	16.7	26.3	243.5	3,137,415	594,540	353,585	491,480	106,051	651,270	78,468
Independence	111.8	.0489	29.6	12.8	18.7	17.9	21.9	41.3	723,929	103,014	83,498	160,054	21,711	176,577	13,591
● Kansas City	442.2	.1935	31.3	12.8	16.1	16.6	27.5	175.5	2,053,286	389,552	252,462	349,906	75,682	349,808	52,304
Platte	47.6	.0209	29.3	11.0	20.1	18.7	19.8	17.0	114,705	34,703	12,557	10,378	943	9,206	3,484
Ray	21.7	.0095	33.5	9.2	15.1	16.3	31.4	7.7	59,765	13,915	3,430	1,671	912	14,205	3,090
Johnson, Kans.	*274.4*	*.1201*	*29.7*	*10.9*	*20.8*	*19.5*	*19.5*	*100.0*	*1,707,268*	*217,046*	*146,337*	*353,988*	*101,215*	*361,408*	*34,282*
Overland Park	*82.1*	*.0359*	*28.9*	*9.8*	*23.1*	*21.5*	*14.5*	*29.1*	*810,609*	*61,439*	*54,591*	*263,230*	*26,269*	*180,923*	*13,226*
Wyandotte, Kans.	*171.2*	*.0749*	*29.6*	*13.1*	*17.0*	*15.5*	*25.4*	*63.6*	*772,253*	*176,793*	*70,028*	*111,182*	*20,769*	*190,902*	*13,507*
Kansas City	*160.3*	*.0702*	*29.7*	*13.2*	*16.9*	*15.1*	*25.9*	*60.0*	*737,573*	*167,426*	*68,662*	*110,444*	*20,668*	*176,866*	*11,272*
SUBURBAN TOTAL	890.3	.3898	29.5	12.4	19.0	17.9	21.7	325.2	4,675,538	814,582	412,294	787,677	182,239	1,134,928	97,895
ST. JOSEPH	**102.3**	**.0448**	**34.1**	**11.1**	**13.7**	**15.7**	**33.1**	**38.2**	**448,124**	**89,664**	**39,706**	**73,331**	**19,240**	**86,999**	**15,707**
Andrew	14.2	.0062	35.9	9.0	13.6	16.0	34.9	5.0	30,799	3,816	1,044	786	128	11,593	342
Buchanan	88.1	.0386	33.8	11.4	13.8	15.6	32.8	33.2	417,325	85,848	38,662	72,545	19,112	75,406	15,365
● St. Joseph	77.1	.0337	34.5	11.7	13.6	15.1	34.2	29.6	408,953	85,237	37,962	72,515	17,818	74,715	15,365
SUBURBAN TOTAL	25.2	.0111	33.0	9.2	14.5	17.5	29.6	8.6	39,171	4,427	1,744	816	1,422	12,284	342

$26 Billion In Retail Sales

Capper's Weekly delivers your message into the heart of the Midwest . . . 488 non-metro C & D counties in states of Iowa, Kansas, Missouri, Nebraska, Colorado and Oklahoma.

	Non-Metro Counties	Percent of 6-State Total
Spendable Income	$51,880,455,000	37%
Retail Sales	28,602,288,000	37
Food Sales	6,371,186,000	39
Retail Establishments	81,618	50

Source: Sales & Marketing Management, 1981; U.S. Dept. of Commerce 1977

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MO. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ST. LOUIS	2,358.1	1.0318	30.3	12.4	16.6	17.4	24.7	847.9	10,131,158	2,300,787	1,012,043	1,576,204	411,602	1,866,499	265,628
Franklin	72.5	.0318	30.4	10.9	15.7	15.5	27.2	24.6	284,021	76,819	19,578	24,910	7,320	54,761	2,536
Jefferson	150.3	.0657	27.4	12.0	19.2	17.2	18.3	49.0	390,585	129,117	21,876	38,785	12,188	71,312	10,300
St. Charles	147.8	.0646	27.0	12.0	21.1	17.3	15.7	48.3	541,611	120,068	45,906	52,260	22,014	109,636	9,398
St. Louis	977.0	.4276	30.5	12.2	17.6	19.1	23.0	350.5	5,124,431	1,119,209	480,827	913,117	232,993	998,737	123,964
Florissant	54.7	.0239	26.9	11.3	20.0	21.6	12.3	16.9	236,284	78,124	27,927	17,308	5,453	41,228	5,607
University City	42.5	.0186	37.2	10.8	15.9	14.9	37.3	17.0	81,631	20,212	9,462	15,454	6,596	6,599	4,801
St. Louis city	445.9	.1951	32.8	13.3	13.3	14.5	32.6	176.8	1,619,452	354,812	238,307	216,819	54,295	249,290	51,559
● St. Louis	445.9	.1951	32.8	13.3	13.3	14.5	32.6	176.8	1,619,452	354,812	238,307	216,819	54,295	249,290	51,559
Clinton, Ill.	33.0	.0145	30.6	11.5	14.0	15.8	28.0	11.0	87,580	18,228	8,715	2,764	3,284	13,167	3,321
Madison, Ill.	247.4	.1082	30.6	12.6	16.1	17.3	25.6	89.8	1,039,531	266,422	95,848	95,246	36,446	214,220	33,611
Granite City	36.6	.0160	30.4	12.3	15.0	18.7	24.4	13.5	171,519	73,513	20,328	13,396	5,277	13,852	6,268
Monroe, Ill.	20.2	.0088	32.4	9.8	16.0	17.0	28.8	7.1	48,034	13,792	5,026	1,620	1,643	8,790	1,363
St. Clair, Ill.	264.0	.1155	29.3	12.7	14.8	17.0	24.6	90.8	995,913	202,320	95,960	230,683	41,419	146,586	29,576
Belleville	42.2	.0185	34.1	12.8	13.7	15.9	32.9	16.8	306,135	42,096	22,613	53,804	12,757	90,973	8,688
East St. Louis	54.3	.0238	[illegible]	12.4	12.9	14.2	26.9	17.5	131,537	27,285	8,728	26,101	3,635	27,897	8,425
SUBURBAN TOTAL	1,912.2	.8367	29.8	12.2	17.2	18.1	22.9	671.1	8,511,706	1,945,975	773,736	1,359,385	357,307	1,617,209	214,069
SPRINGFIELD	210.9	.0924	29.6	16.6	15.7	15.5	26.0	79.0	1,048,143	183,641	96,575	142,991	53,386	239,546	23,006
Christian	23.0	.0101	31.5	10.9	15.6	15.8	28.7	8.2	49,829	13,793	1,705	2,540	748	16,226	529
Greene	187.9	.0823	29.3	17.3	15.7	15.5	25.6	70.8	998,314	169,848	94,870	140,451	52,638	223,320	22,477
● Springfield	133.8	.0586	29.2	18.5	15.7	14.8	26.1	51.8	877,229	161,776	89,443	135,637	51,132	161,729	21,640
SUBURBAN TOTAL	77.1	.0338	30.2	13.3	15.8	16.8	25.7	27.2	170,914	21,865	7,132	7,354	2,254	77,817	1,366
OTHER COUNTIES															
Adair	25.0	.0110	25.0	29.2	13.2	10.9	25.9	9.1	117,949	24,047	10,659	12,136	5,919	25,501	2,380
Atchison	8.6	.0038	35.0	13.4	13.0	16.0	33.9	3.3	26,930	6,021	1,079	643	302	4,018	495
Audrain	26.5	.0116	34.1	10.0	13.6	16.4	32.4	9.9	110,023	26,479	4,328	10,119	8,540	20,573	3,065
Barry	24.9	.0109	38.0	8.5	12.9	14.8	38.2	9.5	83,960	18,694	5,515	7,175	865	16,214	2,639
Barton	11.4	.0049	42.0	8.9	10.6	14.6	42.2	4.5	33,467	5,919	2,444	941	1,824	10,378	1,192
Bates	15.9	.0070	39.9	7.9	12.6	14.4	40.3	6.1	70,779	13,487	2,189	3,705	1,380	30,425	1,187
Benton	12.4	.0054	45.7	7.1	11.0	14.2	45.9	4.9	33,320	7,428	2,325	1,591	442	8,608	880
Bollinger	10.4	.0046	35.8	10.1	12.3	14.4	36.4	3.8	20,855	6,995	402	190	392	7,777	332
Butler	38.0	.0166	34.0	10.5	13.2	16.2	32.5	14.4	176,978	34,543	10,643	26,457	6,548	42,196	7,075
Caldwell	8.7	.0038	42.7	7.6	11.5	14.6	42.9	3.3	17,610	5,119	699	336	111	3,491	190
Callaway	32.9	.0144	31.3	13.7	14.6	15.5	29.1	11.0	101,900	18,770	12,156	7,245	3,744	15,660	2,630
Camden	20.5	.0090	39.8	8.5	11.6	15.6	39.4	8.2	98,126	22,021	10,387	7,357	3,573	23,218	1,349
Cape Girardeau	59.6	.0261	28.9	19.6	14.2	14.9	26.4	21.5	295,824	52,091	24,320	53,246	17,229	44,338	11,154
Carroll	12.1	.0053	38.2	9.0	12.6	15.1	38.2	4.8	35,166	10,196	1,476	4,465	645	5,267	647
Carter	5.6	.0024	34.6	8.4	11.6	14.5	35.0	2.0	12,128	3,663	1,204	210	81	3,226	131
Cedar	12.1	.0053	42.2	8.0	11.5	14.6	42.4	4.9	46,740	16,086	2,016	4,005	1,261	9,275	1,154
Chariton	10.5	.0046	41.8	7.3	11.7	14.8	41.9	4.1	29,358	6,689	2,577	1,057	899	5,588	770
Clark	8.5	.0037	35.2	10.4	14.2	14.2	35.9	3.1	18,906	3,941	1,231	999	237	2,595	94
Clinton	16.2	.0070	36.0	9.2	13.2	16.0	35.1	5.7	47,826	10,469	5,619	4,837	2,274	9,379	1,322
Cole	57.5	.0252	30.3	14.3	16.5	16.4	25.8	20.3	288,367	56,185	16,699	42,325	14,631	69,637	6,506
Cooper	14.7	.0064	34.4	12.3	13.1	14.8	34.4	5.5	51,698	12,298	2,802	5,501	813	11,708	1,419
Crawford	18.6	.0082	33.8	9.1	13.4	14.7	33.7	6.7	64,687	11,775	3,139	8,886	804	14,117	774
Dade	7.4	.0032	43.7	6.9	10.8	14.5	43.9	3.0	16,622	3,846	586	131	542	1,375	262
Dallas	12.3	.0054	41.1	7.8	10.9	14.8	41.2	4.5	24,372	5,415	1,550	693	2,190	4,816	290
Daviess	8.9	.0039	41.6	8.1	11.5	14.3	42.0	3.4	20,044	3,968	801	653	234	7,326	461
De Kalb	8.3	.0036	38.8	7.6	12.3	15.3	38.5	3.1	14,419	2,229	1,027	815	989	3,142	132
Dent	14.8	.0065	34.6	9.0	13.6	14.2	35.3	5.5	44,990	11,622	2,317	5,722	3,371	7,848	712
Douglas	11.8	.0052	36.5	9.4	12.5	15.6	36.0	4.3	30,406	6,924	1,814	3,859	447	7,209	1,560
Dunklin	36.5	.0159	33.0	9.6	13.7	14.8	32.5	13.7	148,736	40,724	7,125	11,782	5,728	27,445	3,433
Gasconade	13.3	.0058	40.9	8.9	11.3	15.4	40.7	5.1	44,779	12,558	2,857	1,697	1,599	9,851	917
Gentry	7.9	.0034	44.2	7.5	11.6	14.1	44.5	3.1	27,869	7,059	1,382	826	2,437	5,277	1,065
Grundy	12.0	.0052	38.2	10.2	14.0	14.5	38.6	4.9	43,354	11,629	4,155	6,426	848	5,502	1,565

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USSPI national rate card, 3/3/80. CPM basis: 1000-line ad. 5000 line rate,
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MO. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Harrison	9.9	.0044	43.1	7.3	12.2	14.1	43.5	4.2	32,052	6,268	1,886	2,898	612	7,664	225
Henry	19.8	.0086	38.6	9.5	12.8	13.9	39.4	7.8	77,747	15,760	5,702	5,490	5,796	12,632	4,326
Hickory	6.5	.0029	47.7	7.4	8.5	14.9	47.7	2.7	10,867	2,883	738	795	278	398	360
Holt	6.9	.0030	43.9	7.3	10.8	15.1	43.8	2.8	33,742	2,820	773	231	247	7,840	176
Howard	10.0	.0044	34.9	14.9	11.2	13.7	36.3	3.7	23,991	6,027	1,698	431	450	6,581	1,312
Howell	29.3	.0128	34.6	9.9	13.2	15.7	33.8	11.0	134,193	33,051	8,845	16,301	5,865	34,773	3,700
Iron	11.2	.0049	32.5	10.7	14.8	13.5	32.8	3.9	36,334	12,791	1,340	2,400	798	7,036	411
Johnson	39.5	.0173	24.4	26.2	15.2	12.4	20.1	12.8	98,358	22,694	9,979	10,865	3,316	17,272	2,666
Knox	5.5	.0024	42.1	7.4	11.6	14.9	42.1	2.1	10,917	2,377	460	1,036	346	2,487	316
Laclede	24.7	.0108	33.2	10.4	14.8	15.1	32.3	9.2	122,520	23,220	6,236	10,642	3,522	29,745	1,840
Lafayette	30.2	.0133	34.0	10.9	14.3	15.1	33.5	11.1	90,851	28,039	5,676	5,586	3,262	16,581	2,806
Lawrence	29.3	.0128	36.9	9.3	12.9	15.3	36.6	10.9	89,772	20,967	7,001	6,944	4,336	25,236	3,457
Lewis	10.9	.0047	33.4	13.1	14.1	14.3	33.4	4.0	31,081	7,044	1,013	1,028	1,345	7,675	128
Lincoln	22.6	.0099	33.4	9.4	14.7	15.4	32.3	7.8	54,679	17,804	4,334	5,573	1,279	8,021	879
Linn	15.6	.0069	43.3	7.4	10.4	15.0	43.2	6.4	61,195	11,122	4,025	5,668	3,168	14,831	1,898
Livingston	15.8	.0069	35.0	9.9	14.2	15.2	34.8	6.1	74,842	14,799	2,499	10,266	2,684	15,225	1,991
McDonald	15.1	.0066	36.0	9.7	13.0	15.1	35.8	5.6	36,345	7,965	1,764	2,506	493	4,571	292
Macon	16.4	.0072	40.5	9.3	12.4	14.5	40.8	6.4	51,615	12,332	3,625	2,129	2,929	10,868	1,726
Madison	10.9	.0047	38.4	8.9	11.6	14.2	39.0	4.2	32,476	12,915	2,316	966	1,190	3,206	885
Maries	7.6	.0034	35.9	9.0	13.0	16.1	34.9	2.8	12,773	3,687	997	233	514	2,083	
Marion	28.7	.0125	35.0	11.5	12.8	14.9	35.1	10.8	133,116	29,726	12,530	18,757	4,753	18,863	3,001
Mercer	4.7	.0021	45.9	7.2	9.8	15.4	45.7	1.9	7,836	2,017	442	219	298	2,187	234
Miller	18.8	.0082	34.7	10.1	13.0	14.9	34.8	7.0	71,819	9,112	9,116	5,511	2,865	14,908	677
Mississippi	15.6	.0068	30.2	11.3	13.4	13.7	29.8	5.5	59,536	8,533	1,530	1,594	1,803	8,826	1,656
Moniteau	12.2	.0054	36.9	8.8	12.6	14.8	37.1	4.4	43,406	9,717	1,277	776	364	17,755	666
Monroe	9.7	.0042	39.2	8.0	12.8	13.8	40.0	3.6	24,387	3,432	1,556	646	629	8,000	591
Montgomery	11.6	.0051	38.6	8.2	13.0	14.1	39.3	4.3	33,092	5,583	2,593	1,208	1,105	6,369	886
Morgan	14.1	.0062	41.7	8.1	10.7	14.8	41.7	5.4	45,327	10,589	2,432	894	3,063	9,934	247
New Madrid	22.9	.0100	30.8	10.5	13.1	14.8	29.6	8.0	79,264	11,196	2,484	12,080	2,672	12,935	699
Nodaway	22.0	.0096	28.8	22.0	11.7	12.1	30.6	7.8	77,816	16,176	5,520	9,684	3,026	10,534	1,001
Oregon	10.3	.0046	40.1	8.4	12.0	14.2	40.6	3.9	28,145	4,524	1,358	1,814	410	6,813	717
Osage	12.1	.0052	32.0	11.2	12.7	14.0	32.0	4.0	20,183	4,934	1,151	250	715	3,769	
Ozark	8.1	.0036	40.6	8.4	11.5	15.0	40.6	3.1	23,786	5,701	699	1,148	378	4,786	284
Pemiscot	24.9	.0109	31.1	10.0	11.6	14.3	31.2	6.9	70,084	19,795	5,342	7,126	2,164	9,607	1,325
Perry	17.0	.0074	33.7	9.7	12.2	14.3	34.1	5.9	73,007	7,250	6,185	23,818	2,501	9,287	1,403
Pettis	36.6	.0160	34.6	10.9	13.3	16.1	33.4	14.0	157,184	34,106	14,355	21,073	4,824	34,539	2,753
Phelps	34.0	.0149	26.7	22.7	15.9	13.5	23.4	11.7	153,664	35,861	13,400	13,248	3,448	31,007	1,087
Pike	17.6	.0077	34.4	9.2	13.9	15.3	33.8	6.3	55,343	14,202	2,523	7,655	1,284	6,586	2,052
Polk	19.1	.0083	34.3	14.5	12.1	13.7	35.5	5.9	77,753	17,925	2,888	8,248	1,999	15,771	1,688
Pulaski	41.9	.0184	22.1	48.0	11.8	9.6	8.6	10.6	89,749	14,931	6,633	10,348	3,771	25,055	1,238
Putnam	6.1	.0026	43.7	7.8	11.8	14.5	43.9	2.4	21,833	5,207	781	647	306	6,461	487
Ralls	9.0	.0040	35.9	9.4	13.7	15.1	35.8	3.2	12,307	2,978	308	455	233	3,982	43
Randolph	25.7	.0112	34.8	12.3	13.3	14.5	35.4	9.4	108,882	27,635	7,609	7,219	6,230	28,895	2,295
Reynolds	7.3	.0032	32.9	10.0	14.9	14.8	32.0	2.7	18,813	5,544	440	376	97	6,635	257
Ripley	12.7	.0056	38.4	8.1	11.2	14.5	38.9	4.7	27,878	7,838	636	4,792	462	7,091	1,384
St. Clair	8.7	.0039	46.4	7.2	10.6	13.2	46.8	3.4	25,071	2,420	3,101	236	390	11,271	484
Ste. Genevieve	15.4	.0068	31.1	10.0	14.0	15.6	29.0	5.1	43,818	11,098	4,899	2,981	888	8,046	590
St. Francois	43.1	.0188	33.5	10.3	13.7	15.7	32.3	15.5	158,450	42,320	8,183	23,797	5,934	22,612	2,785
Saline	25.0	.0109	36.0	11.6	12.8	15.1	36.0	9.5	88,710	20,458	4,603	10,941	2,373	12,980	2,970
Schuyler	5.0	.0022	41.4	7.9	12.5	14.2	41.8	2.0	17,648	1,636	746	207		6,313	151
Scotland	5.4	.0024	43.6	7.0	10.8	14.8	43.7	2.1	15,403	2,907	1,331	1,867	696	3,867	726
Scott	40.2	.0176	30.1	11.2	15.2	15.0	27.6	14.3	187,257	46,978	16,027	10,348	7,433	41,116	5,033
Shannon	7.9	.0034	33.7	10.8	13.4	15.6	32.6	2.9	12,102	4,499	391	409	266	1,842	103
Shelby	7.8	.0034	42.4	7.5	11.3	13.6	43.1	3.1	26,920	5,439	1,308	2,058	277	7,357	644
Stoddard	29.3	.0129	33.9	10.1	13.9	15.3	33.2	10.9	101,248	14,776	8,935	8,693	3,913	28,681	2,531
Stone	16.0	.0070	39.1	8.9	12.2	15.2	39.0	6.3	32,917	10,267	1,687	1,094	181	6,692	625
Sullivan	7.4	.0032	44.7	7.5	10.9	14.0	45.1	3.0	13,734	2,630	502	848	612	1,980	176

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S&MM ESTIMATES

POPULATION—12/31/80

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Taney	21.0	.0092	40.4	12.7	10.4	13.8	41.1	8.3	90,429	21,689	12,928	8,730	1,705	15,190	2,332
Texas	21.3	.0093	35.3	8.8	12.8	16.1	34.3	8.0	78,005	11,100	2,123	5,989	898	19,238	995
Vernon	20.0	.0088	38.5	10.8	12.0	14.8	38.7	7.6	69,613	14,788	7,763	7,460	4,257	18,048	945
Warren	15.3	.0067	33.2	8.9	14.0	15.7	31.8	5.3	42,983	12,831	4,165	4,017	548	7,194	368
Washington	18.2	.0079	28.4	11.4	14.6	14.2	26.1	6.1	36,710	10,564	2,273	1,996	342	7,718	825
Wayne	11.5	.0051	40.4	8.0	12.3	14.0	41.0	4.4	31,900	7,438	1,741	2,546	1,317	8,335	1,106
Webster	20.8	.0091	33.1	9.7	13.9	14.6	32.8	7.1	47,626	12,756	2,786	4,343	1,524	7,683	695
Worth	3.0	.0013	44.1	7.0	11.5	14.1	44.4	1.2	7,071	2,173	124	57	704	1,288	147
Wright	16.4	.0072	36.9	9.0	11.9	15.1	36.8	6.1	48,782	8,459	2,514	10,356	1,104	7,394	626
TOTAL METRO COUNTIES	**3,225.0**	**1.4115**	**30.2**	**13.3**	**16.8**	**17.0**	**24.9**	**1,189.3**	**14,746,389**	**3,077,237**	**1,493,029**	**2,272,825**	**574,312**	**2,969,957**	**379,564**
TOTAL STATE	**4,947.9**	**2.1655**	**31.2**	**13.0**	**15.5**	**16.2**	**27.9**	**1,820.6**	**20,751,534**	**4,402,430**	**1,903,377**	**2,869,402**	**792,403**	**4,223,102**	**518,268**

MO.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
COLUMBIA	**728,730**	**16,285**	**6.4**	**15.5**	**29.0**	**25.4**	**.0428**
Boone	728,730	16,285	6.4	15.5	29.0	25.4	.0428
• Columbia	449,418	16,491	6.6	15.0	26.8	27.9	.0306
SUBURBAN TOTAL	279,312	16,045	6.1	16.2	31.8	22.0	.0122
JOPLIN	**720,368**	**12,434**	**7.2**	**18.6**	**26.5**	**13.8**	**.0497**
Jasper	480,086	11,967	7.3	19.3	26.2	12.0	.0365
• Joplin	236,830	12,377	7.0	17.1	26.4	14.4	.0223
Newton	240,282	13,655	6.8	16.6	27.3	18.1	.0132
SUBURBAN TOTAL	483,538	12,457	7.2	19.2	26.5	13.6	.0274
KANSAS CITY	**12,643,763**	**22,530**	**3.9**	**10.8**	**27.2**	**43.1**	**.6740**
Cass	315,498	16,503	5.1	17.4	34.9	20.7	.0178
Clay	1,271,279	23,600	3.2	9.5	32.1	44.9	.0716
Jackson	5,624,132	20,624	4.6	12.3	27.0	38.2	.3074
Independence	1,003,107	23,356	3.2	9.6	30.5	44.4	.0599
• Kansas City	3,734,356	18,469	5.3	14.0	28.1	32.0	.2054
Platte	386,206	20,086	3.3	11.7	37.1	33.0	.0184
Ray	124,728	14,997	5.5	15.6	31.7	18.3	.0071
Johnson, Kans.	*3,497,715*	*30,792*	*1.8*	*5.8*	*20.3*	*65.7*	*.1734*
Overland Park	*1,038,165*	*32,954*	*1.2*	*4.5*	*18.2*	*72.0*	*.0610*
Wyandotte, Kans.	*1,424,205*	*20,950*	*4.2*	*11.3*	*29.1*	*37.7*	*.0783*
Kansas City	*1,332,328*	*20,732*	*4.3*	*11.5*	*28.6*	*37.3*	*.0737*
SUBURBAN TOTAL	8,909,407	24,697	3.1	9.0	26.8	49.2	.4686
ST. JOSEPH	**731,793**	**16,886**	**5.7**	**14.1**	**28.6**	**27.1**	**.0430**
Andrew	79,423	14,369	7.0	15.1	31.5	16.5	.0043
Buchanan	652,370	17,309	5.4	13.9	28.3	28.7	.0387
• St. Joseph	566,265	16,594	5.6	14.5	27.9	27.0	.0351
SUBURBAN TOTAL	165,528	17,716	5.7	12.6	31.4	27.6	.0079
ST. LOUIS	**19,943,575**	**21,222**	**4.0**	**11.2**	**30.5**	**38.1**	**1.0705**
Franklin	491,278	18,721	5.2	12.7	31.2	30.3	.0286
Jefferson	997,316	19,746	3.3	11.9	40.7	28.7	.0528
St. Charles	899,932	18,191	4.2	16.0	45.0	20.4	.0545
St. Louis	10,127,590	25,691	2.6	8.0	27.9	52.3	.5238
Florissant	457,614	25,805	1.4	5.3	35.0	53.6	.0247
University City	461,285	22,687	4.7	12.1	25.7	44.0	.0190
St. Louis city	3,263,937	15,573	6.2	15.2	27.6	24.1	.1792
• St. Louis	3,263,937	15,573	6.2	15.2	27.6	24.1	.1792
Clinton, Ill.	*207,227*	*17,331*	*5.2*	*14.2*	*32.7*	*25.0*	*.0113*
Madison, Ill.	*1,951,611*	*20,755*	*4.1*	*11.3*	*32.7*	*35.4*	*.1077*
Granite City	*289,911*	*20,718*	*4.2*	*11.6*	*31.8*	*35.8*	*.0165*
Monroe, Ill.	*150,583*	*20,470*	*3.9*	*10.2*	*33.5*	*33.9*	*.0074*
St. Clair, Ill.	*1,854,101*	*18,829*	*4.5*	*12.2*	*30.2*	*31.1*	*.1052*
Belleville	*376,283*	*19,855*	*4.4*	*12.7*	*29.8*	*34.7*	*.0236*
East St. Louis	*239,685*	*10,953*	*6.6*	*14.2*	*24.0*	*14.9*	*.0155*
SUBURBAN TOTAL	16,679,638	22,525	3.4	10.2	31.3	41.7	.8913
SPRINGFIELD	**1,480,005**	**16,139**	**6.1**	**15.4**	**29.8**	**23.9**	**.0918**
Christian	124,560	13,630	5.3	17.8	29.3	15.3	.0071
Greene	1,355,445	16,487	6.2	15.2	29.8	24.9	.0847
• Springfield	992,178	16,163	6.4	15.5	28.6	25.0	.0663
SUBURBAN TOTAL	487,827	16,099	5.6	15.4	31.9	21.7	.0255

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
OTHER COUNTIES							
Adair	141,970	11,865	8.7	16.9	24.7	15.2	.0098
Atchison	67,561	16,293	5.2	13.6	25.8	28.1	.0035
Audrain	178,893	16,198	5.3	15.9	31.7	22.3	.0107
Barry	125,796	10,616	8.1	18.4	23.8	10.2	.0082
Barton	64,709	11,494	9.0	17.4	25.6	12.7	.0038
Bates	111,934	13,946	7.1	13.1	21.8	25.6	.0067
Benton	57,962	9,428	9.3	20.2	19.2	7.9	.0038
Bollinger	41,582	8,148	8.0	15.8	19.1	7.7	.0026
Butler	227,259	11,454	7.1	14.5	20.8	19.0	.0151
Caldwell	41,898	10,136	8.1	18.1	23.1	9.4	.0024
Callaway	223,969	18,016	4.7	13.6	31.9	27.7	.0122
Camden	128,944	11,651	8.3	17.2	20.3	19.0	.0083
Cape Girardeau	423,032	16,966	6.3	13.8	28.6	27.2	.0262
Carroll	67,149	11,820	8.5	19.0	25.5	12.3	.0040
Carter	23,716	8,270	7.3	18.3	16.2	9.2	.0015
Cedar	43,725	7,117	8.6	19.6	14.4	3.1	.0038
Chariton	58,875	11,368	8.5	15.6	23.3	15.8	.0034
Clark	41,727	11,826	7.0	21.3	24.9	11.3	.0024
Clinton	89,498	13,891	5.8	16.0	28.7	17.5	.0054
Cole	455,713	19,527	5.0	14.4	28.3	34.9	.0265
Cooper	93,786	13,814	6.7	16.8	27.3	19.2	.0055
Crawford	85,588	10,580	7.5	18.8	23.8	9.5	.0060
Dade	31,472	7,970	8.7	16.6	18.5	6.0	.0021
Dallas	52,124	8,676	8.9	16.5	17.8	9.9	.0032
Daviess	42,418	9,864	7.3	18.1	20.8	10.7	.0025
De Kalb	36,775	9,383	9.2	17.8	22.1	7.5	.0023
Dent	68,432	9,660	7.6	16.5	22.9	9.3	.0046
Douglas	43,161	7,332	9.6	18.0	14.3	4.3	.0031
Dunklin	171,002	9,099	7.4	15.7	19.7	11.4	.0126
Gasconade	72,738	12,422	7.6	18.1	28.4	12.4	.0046
Gentry	47,771	11,596	8.3	16.6	21.8	17.7	.0029
Grundy	84,710	14,075	6.0	15.9	24.5	22.2	.0048
Harrison	60,305	10,772	8.3	17.8	22.2	12.9	.0036
Henry	135,976	14,079	6.6	15.3	22.8	24.2	.0079
Hickory	23,145	6,280	10.8	16.4	11.5	2.9	.0015
Holt	42,412	11,919	6.9	19.0	25.0	13.4	.0029
Howard	61,601	13,226	7.6	15.6	27.5	17.3	.0032
Howell	153,560	10,441	8.2	17.9	20.5	13.2	.0110
Iron	60,865	13,153	7.1	17.3	26.4	16.9	.0038
Johnson	258,992	15,711	6.7	16.4	27.9	24.2	.0136
Knox	27,536	10,685	7.6	17.9	23.0	11.5	.0017
Laclede	142,336	12,633	6.6	18.2	24.6	16.6	.0098
Lafayette	209,870	17,112	5.6	15.2	29.4	26.8	.0113
Lawrence	161,694	11,938	7.6	17.6	26.4	13.3	.0098
Lewis	69,348	14,124	6.1	18.0	28.6	18.3	.0039
Lincoln	124,101	14,793	5.7	15.5	32.7	16.6	.0070
Linn	92,145	11,205	7.4	16.5	23.8	14.1	.0058
Livingston	108,076	13,897	6.9	16.7	25.0	21.7	.0067
McDonald	75,139	10,669	8.2	21.6	21.4	10.0	.0045

MO. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Macon	87,495	10,928	6.6	16.0	23.2	13.8	.0055
Madison	54,982	10,975	7.9	18.6	23.9	11.2	.0034
Maries	38,538	11,596	6.0	16.5	25.5	12.6	.0022
Marion	186,743	14,696	6.9	15.8	27.2	21.8	.0117
Mercer	26,093	9,975	8.3	17.1	20.7	12.2	.0014
Miller	125,156	14,843	6.9	16.0	26.6	22.9	.0074
Mississippi	74,403	10,107	8.7	17.2	19.2	14.0	.0052
Moniteau	46,415	8,996	10.4	20.7	20.9	3.3	.0037
Monroe	60,525	13,792	6.6	14.5	26.2	20.1	.0033
Montgomery	88,430	17,030	6.0	10.4	22.6	31.7	.0045
Morgan	60,765	9,312	8.5	20.3	20.5	6.4	.0043
New Madrid	124,661	10,668	8.3	15.2	19.1	18.2	.0079
Nodaway	156,994	14,923	7.2	14.3	25.4	24.4	.0087
Oregon	44,634	7,780	8.1	14.9	15.9	9.9	.0030
Osage	74,514	16,126	6.0	13.2	27.7	26.0	.0038
Ozark	39,367	9,581	9.8	16.8	21.0	10.2	.0024
Pemiscot	111,669	8,529	7.7	14.3	18.9	11.3	.0075
Perry	95,341	14,089	6.8	15.1	28.5	18.5	.0065
Pettis	238,981	14,811	6.7	15.6	28.4	21.0	.0146
Phelps	188,950	12,922	7.0	19.6	24.8	16.9	.0128
Pike	93,153	12,039	7.7	16.7	26.0	14.1	.0060
Polk	95,017	10,496	7.7	16.9	21.3	13.6	.0066
Pulaski	309,827	13,155	9.0	26.7	29.1	11.2	.0150
Putnam	34,076	10,321	7.8	16.1	20.5	14.5	.0022
Ralls	47,979	13,579	6.1	17.7	28.4	15.9	.0025
Randolph	178,056	15,439	6.0	14.6	24.4	26.8	.0106
Reynolds	38,641	10,797	8.0	11.8	24.0	16.3	.0023
Ripley	47,044	6,858	7.9	13.9	15.3	5.8	.0033
St. Clair	40,331	8,206	7.6	15.4	17.1	10.7	.0027
Ste. Genevieve	83,653	14,995	6.0	16.3	32.6	17.3	.0052
St. Francois	231,145	13,098	6.6	15.3	28.9	14.9	.0151
Saline	165,081	13,757	7.1	16.3	26.9	19.2	.0094
Schuyler	22,221	8,634	10.2	15.9	22.1	5.3	.0016
Scotland	24,393	8,051	8.3	16.3	16.3	9.3	.0016
Scott	270,541	16,125	6.2	14.9	26.7	26.7	.0168
Shannon	34,349	9,325	10.6	20.1	19.5	6.8	.0020
Shelby	48,452	12,054	7.4	17.5	24.2	15.9	.0029
Stoddard	155,363	11,311	6.8	16.4	23.6	14.5	.0099
Stone	93,236	11,027	8.4	16.0	21.6	15.8	.0050
Sullivan	40,369	9,675	7.4	19.4	16.4	13.0	.0023
Taney	111,012	10,932	8.7	22.1	20.7	11.5	.0077
Texas	121,667	10,607	8.4	16.2	23.2	12.8	.0076
Vernon	132,788	14,081	7.0	15.4	26.3	20.9	.0076
Warren	105,952	18,087	5.6	13.2	29.6	29.0	.0056
Washington	69,170	10,433	7.9	23.3	23.1	5.6	.0046
Wayne	43,726	7,253	7.6	14.8	18.8	5.0	.0032
Webster	84,999	10,172	7.9	20.1	22.4	8.2	.0056
Worth	15,500	8,377	9.6	14.1	17.9	10.3	.0010
Wright	69,577	9,108	7.6	18.3	19.0	9.2	.0048
TOTAL METRO COUNTIES	**27,162,792**	**20,332**	**4.4**	**12.2**	**29.6**	**36.0**	**1.4885**
TOTAL STATE	**37,147,756**	**17,530**	**5.4**	**13.7**	**27.8**	**29.5**	**2.1015**

MONTANA

MONT.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
BILLINGS	**110.4**	**.0483**	**28.5**	**14.1**	**17.7**	**17.1**	**21.4**	**41.3**	**725,592**	**131,904**	**47,488**	**111,895**	**41,089**	**130,019**	**32,165**
Yellowstone	110.4	.0483	28.5	14.1	17.7	17.1	21.4	41.3	725,592	131,904	47,488	111,895	41,089	130,019	32,165
• Billings	67.4	.0295	28.4	15.3	17.5	16.9	21.5	26.6	580,677	91,679	38,978	110,503	36,462	118,159	31,556
SUBURBAN TOTAL	43.0	.0188	28.7	12.2	17.9	17.6	21.1	14.7	144,915	40,225	8,510	1,392	4,627	11,860	609
GREAT FALLS	**80.6**	**.0353**	**28.1**	**14.2**	**19.8**	**16.4**	**20.0**	**29.7**	**444,459**	**76,558**	**32,141**	**58,506**	**26,640**	**82,545**	**17,334**
Cascade	80.6	.0353	28.1	14.2	19.8	16.4	20.0	29.7	444,459	76,558	32,141	58,506	26,640	82,545	17,334
• Great Falls	56.4	.0247	29.0	13.3	18.8	16.8	21.9	22.1	402,408	71,036	27,703	47,385	24,284	80,589	17,334
SUBURBAN TOTAL	24.2	.0106	26.3	16.4	22.2	15.4	15.3	7.6	42,051	5,522	4,438	11,121	2,356	1,956	
OTHER COUNTIES															
Beaverhead	8.2	.0035	29.5	16.0	16.7	14.8	26.1	3.0	30,600	7,517	2,700	873	1,382	5,691	1,652
Big Horn	11.2	.0049	26.8	12.4	18.2	15.0	20.1	3.3	33,921	9,088	3,014	403	433	7,290	627
Blaine	7.0	.0031	29.5	10.4	15.2	15.4	26.2	2.3	16,643	2,773	1,281	772	241	6,300	522
Broadwater	3.3	.0015	31.7	8.5	15.6	15.8	29.0	1.2	15,394	4,777	1,360	524		3,635	382
Carbon	8.2	.0035	39.1	8.0	11.7	15.7	38.6	3.2	19,526	4,694	2,290	151	174	1,691	699
Carter	1.8	.0008	33.2	9.4	17.4	16.2	30.7	.6	2,137	828	339	61			37
Chouteau	6.1	.0027	33.3	9.3	14.7	17.4	30.1	2.2	10,499	2,738	1,390	313	17	2,529	506
Custer	13.2	.0057	31.1	11.0	15.3	16.3	27.7	5.0	64,545	13,146	5,891	1,695	1,749	9,009	2,069
Daniels	2.8	.0013	34.0	8.3	14.5	16.4	32.2	1.0	8,538	2,501	702	65	309	1,848	275
Dawson	11.9	.0052	29.1	11.5	17.2	16.9	23.0	4.3	64,189	11,964	4,261	1,984	3,396	7,162	2,562
Deer Lodge	12.3	.0054	33.3	10.7	13.9	15.9	31.7	4.4	41,712	13,315	4,367		1,130	8,729	2,290
Fallon	3.7	.0016	29.2	10.5	17.1	17.0	23.0	1.3	15,666	3,551	1,309	698	652	4,677	810
Fergus	13.1	.0057	34.2	9.0	14.6	16.4	32.5	4.8	51,245	11,724	4,001	1,898	2,818	9,319	2,302
Flathead	53.0	.0232	30.4	10.5	17.3	16.9	25.1	19.4	257,060	58,806	22,505	15,917	12,823	49,108	8,440
Gallatin	43.7	.0191	24.9	26.2	17.4	13.4	18.8	15.4	229,658	32,928	17,846	12,161	15,570	32,698	8,259
Garfield	1.7	.0008	30.1	12.7	16.7	16.3	25.5	.6	2,203	510	418	161		52	42
Glacier	10.6	.0046	27.1	9.7	15.9	16.2	21.2	3.5	39,845	8,743	3,145	5,909	1,344	5,738	578
Golden Valley	1.0	.0005	35.8	8.5	12.4	19.1	31.9	.4	645	102	101				
Granite	2.7	.0011	33.0	8.0	16.9	15.6	31.0	1.0	4,939	1,284	509			1,056	198
Hill	18.1	.0080	27.0	16.4	15.9	15.7	21.6	6.4	86,872	16,056	5,156	8,097	3,329	12,450	4,763
Jefferson	7.2	.0031	28.9	12.7	17.3	14.5	25.0	2.4	6,648	1,828	1,380	257	226	463	381
Judith Basin	2.6	.0011	35.0	7.7	14.6	16.1	33.9	1.0	5,391	1,063	443		73	509	29
Lake	19.4	.0085	31.6	9.2	14.5	14.9	30.2	6.8	52,973	14,438	3,804	898	1,978	8,241	2,618
Lewis and Clark	43.9	.0193	30.0	12.3	17.4	16.6	24.7	16.6	220,780	50,903	19,576	24,707	14,173	38,744	6,377
Liberty	2.3	.0010	30.1	9.8	15.0	19.3	23.4	.9	8,973	2,228	448		46	4,498	441
Lincoln	17.7	.0077	28.8	11.2	20.8	18.1	19.0	6.1	49,323	17,449	3,602	3,563	1,234	9,063	2,262

MONT. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
McCone	2.7	.0012	30.3	10.6	14.6	18.7	24.4	.9	5,008	1,533	214	110	37	259	
Madison	5.5	.0024	36.1	8.0	14.9	16.2	35.0	2.1	9,321	2,963	1,735	384		494	308
Meagher	2.2	.0010	32.6	10.3	16.2	17.0	29.2	.8	6,243	3,152	762			890	58
Mineral	3.7	.0016	28.7	10.3	19.3	15.4	22.5	1.4	9,318	1,245	1,138	1,864		1,049	431
Missoula	77.5	.0339	26.8	19.7	19.7	14.7	19.1	29.0	432,235	72,332	33,198	38,841	31,580	93,710	14,921
Missoula	33.7	.0147	26.4	26.5	16.5	12.5	23.2	13.8	410,615	69,360	31,184	37,279	30,365	90,337	13,326
Musselshell	4.5	.0020	35.7	9.5	12.1	15.4	35.3	1.9	12,184	2,547	1,170	814	569	1,448	136
Park	13.1	.0057	34.8	9.6	14.3	17.4	32.4	5.0	51,461	14,164	4,593	885	2,216	4,483	922
Petroleum	.7	.0003	31.3	7.7	16.5	17.1	26.8	.2	576	248	38				
Phillips	5.4	.0024	32.4	8.9	15.2	16.3	29.8	1.9	17,763	3,577	1,555	271	496	3,781	934
Pondera	6.8	.0029	31.2	8.9	16.0	17.2	26.7	2.4	28,323	5,887	1,171	766	1,528	10,854	1,956
Powder River	2.5	.0011	28.9	12.2	20.1	18.4	19.4	.9	7,554	2,094	791	313		1,435	80
Powell	6.9	.0031	31.9	10.3	18.3	18.0	26.4	2.3	22,135	4,169	2,194	170		2,444	1,145
Prairie	1.8	.0007	34.4	10.6	12.5	15.0	34.2	.7	4,491	1,083	692	65		649	49
Ravalli	23.2	.0102	33.6	8.4	15.9	15.8	31.9	8.3	51,573	10,922	4,010	1,673	2,158	7,070	3,034
Richland	12.4	.0054	30.2	10.0	15.8	16.0	26.4	4.4	50,167	15,004	2,175	3,416	2,357	10,792	777
Roosevelt	10.5	.0046	28.0	10.4	15.0	16.4	23.2	3.4	40,249	10,005	3,227	1,020	881	6,832	1,657
Rosebud	10.2	.0045	27.5	10.3	15.8	15.0	23.1	3.3	22,733	6,477	2,165	541	207	3,059	150
Sanders	8.8	.0038	32.5	8.4	16.6	15.6	30.3	3.3	25,828	5,282	1,969	1,714	27	8,860	1,168
Sheridan	5.4	.0024	34.3	7.9	15.0	18.2	30.7	2.0	18,152	2,425	2,068	525	884	815	844
Silver Bow	37.7	.0165	32.4	11.1	15.4	15.2	30.8	14.6	206,325	40,025	12,172	22,021	14,325	39,658	7,634
Stillwater	5.7	.0025	35.5	8.6	14.0	16.9	33.6	2.1	15,566	3,120	1,718	303	141	487	849
Sweet Grass	3.3	.0014	36.6	9.1	14.5	15.5	36.1	1.3	15,942	5,311	634	200	150	2,055	1,055
Teton	6.5	.0029	33.3	8.5	15.2	16.9	30.5	2.4	19,423	2,795	1,371	357	512	9,220	617
Toole	5.6	.0024	31.9	9.1	14.9	17.7	27.7	2.1	21,419	6,430	1,999	317	707	1,521	514
Treasure	1.0	.0005	30.0	8.0	16.4	16.4	25.4	.4	877	426	168	133			
Valley	10.1	.0044	28.9	10.7	16.9	16.5	23.1	3.7	46,421	8,083	2,710	3,776	1,486	10,889	1,549
Wheatland	2.4	.0010	33.6	8.5	15.6	15.3	32.5	.9	6,835	1,461	635	129	154	390	99
Wibaux	1.5	.0007	33.0	9.3	13.7	16.3	30.9	.5	2,988	116	275		36	43	162
TOTAL METRO COUNTIES	**191.0**	**.0836**	**28.3**	**14.1**	**18.6**	**16.9**	**20.7**	**71.0**	**1,170,051**	**208,462**	**79,629**	**170,401**	**67,729**	**212,564**	**49,499**
TOTAL STATE	**795.3**	**.3480**	**29.5**	**13.2**	**17.2**	**16.1**	**24.4**	**290.3**	**3,661,086**	**736,292**	**278,014**	**332,116**	**191,277**	**666,251**	**139,669**

MONT.

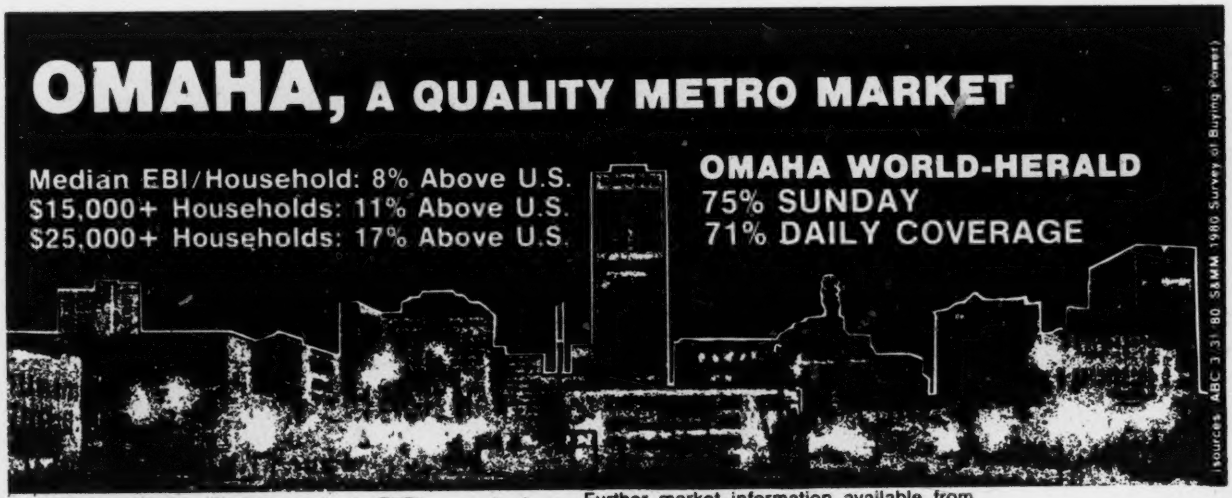
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BILLINGS	**853,450**	**18,517**	**5.3**	**13.6**	**31.7**	**29.9**	**.0558**
Yellowstone	853,450	18,517	5.3	13.6	31.7	29.9	.0558
• Billings	580,738	19,293	5.1	12.3	28.8	33.8	.0400
SUBURBAN TOTAL	272,712	17,450	5.7	15.9	36.9	23.0	.0158
GREAT FALLS	**591,328**	**17,461**	**5.2**	**16.3**	**32.8**	**26.3**	**.0371**
Cascade	591,328	17,461	5.2	16.3	32.8	26.3	.0371
• Great Falls	448,948	18,122	4.9	14.5	31.6	29.1	.0298
SUBURBAN TOTAL	142,380	15,966	6.1	21.3	35.9	18.5	.0073
OTHER COUNTIES							
Beaverhead	49,928	13,384	6.9	16.4	27.6	17.2	.0031
Big Horn	68,207	16,796	6.8	14.9	27.8	27.5	.0038
Blaine	37,215	12,541	7.8	16.2	23.5	18.4	.0023
Broadwater	17,282	13,087	6.6	18.7	29.1	12.6	.0011
Carbon	42,610	10,359	9.1	18.0	22.2	11.3	.0025
Carter	11,631	13,571	9.3	14.0	22.7	25.7	.0006
Chouteau	54,831	19,875	5.9	14.5	26.7	37.1	.0024
Custer	85,794	14,407	6.4	18.2	29.3	18.4	.0055
Daniels	19,271	16,462	7.0	16.6	29.3	26.9	.0011
Dawson	105,212	19,953	4.4	11.6	33.5	34.0	.0059
Deer Lodge	88,769	18,601	5.3	13.8	36.3	27.0	.0049
Fallon	29,324	21,562	3.8	11.0	25.6	42.2	.0016
Fergus	87,341	15,568	4.6	15.5	29.8	22.2	.0051
Flathead	344,705	16,634	4.6	15.0	35.3	20.7	.0222
Gallatin	311,882	17,428	5.9	16.1	30.5	27.8	.0195
Garfield	13,882	20,500	5.8	11.2	31.4	35.3	.0007
Glacier	67,025	16,131	6.6	15.0	25.3	27.7	.0039
Golden Valley	4,807	10,200	9.8	18.9	20.5	11.8	.0003
Granite	15,698	13,279	8.4	21.4	30.9	12.5	.0008
Hill	154,130	21,131	4.5	12.1	27.3	39.7	.0085
Jefferson	41,976	16,206	6.5	13.3	37.1	17.7	.0020
Judith Basin	15,440	13,200	8.1	25.2	28.1	13.4	.0008
Lake	89,922	11,400	7.8	20.2	26.3	9.3	.0058
Lewis and Clark	334,210	17,954	5.8	14.0	33.0	27.3	.0200
Liberty	18,376	15,267	5.6	27.1	25.0	25.9	.0009
Lincoln	111,027	16,698	5.1	19.2	39.7	18.3	.0062
McCone	28,678	24,348	3.1	10.9	24.7	48.3	.0012
Madison	42,665	14,141	8.0	16.3	23.8	23.3	.0019
Meagher	9,351	10,267	10.9	19.9	24.0	7.5	.0007
Mineral	23,603	15,905	6.1	19.4	38.2	17.2	.0013
Missoula	662,503	19,336	4.6	12.6	30.1	33.2	.0384
Missoula	323,203	17,862	5.3	13.4	27.2	31.3	.0246
Musselshell	26,239	11,519	10.3	18.0	24.8	13.8	.0015
Park	84,671	14,933	6.2	18.1	31.1	18.6	.0051
Petroleum	3,495	18,429	3.0	13.5	41.5	18.0	.0002
Phillips	31,949	14,262	7.2	18.3	29.4	18.2	.0018
Pondera	53,166	18,552	4.3	14.1	29.2	31.1	.0029
Powder River	18,582	16,657	6.2	18.7	28.0	27.4	.0010
Powell	43,960	17,070	5.8	15.0	33.3	23.7	.0026
Prairie	13,059	15,667	5.7	14.3	26.6	25.4	.0006
Ravalli	112,083	11,488	7.3	17.7	27.1	10.6	.0067
Richland	96,567	19,007	4.9	12.9	28.9	34.4	.0053
Roosevelt	64,745	16,168	5.4	15.6	27.9	25.8	.0039
Rosebud	61,734	15,193	5.7	15.9	29.8	21.1	.0033
Sanders	50,050	13,642	5.9	18.8	30.6	13.8	.0030
Sheridan	55,758	23,921	3.8	11.1	24.3	47.8	.0026
Silver Bow	288,900	18,447	4.9	12.3	31.0	29.4	.0177
Stillwater	38,553	14,722	6.3	16.0	26.0	23.0	.0021
Sweet Grass	17,441	10,311	9.0	19.3	21.9	10.2	.0013
Teton	49,112	15,866	6.8	18.7	26.3	26.1	.0024
Toole	44,724	19,677	3.4	10.7	30.7	32.7	.0023
Treasure	7,096	13,471	11.7	23.0	22.4	21.3	.0004
Valley	63,524	15,000	6.5	17.6	29.2	20.8	.0041
Wheatland	15,661	15,037	7.9	13.3	32.0	18.1	.0008
Wibaux	6,547	12,176	5.6	26.8	24.0	9.4	.0004
TOTAL METRO COUNTIES	**1,444,778**	**18,063**	**5.3**	**14.7**	**32.0**	**28.5**	**.0929**
TOTAL STATE	**5,679,689**	**16,960**	**5.6**	**15.1**	**30.8**	**25.8**	**.3399**

NEBRASKA

NEB. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LINCOLN	**195.1**	**.0854**	**27.3**	**21.4**	**17.6**	**14.1**	**22.4**	**73.5**	**919,399**	**176,425**	**110,463**	**146,972**	**33,327**	**156,626**	**19,655**
Lancaster	195.1	.0854	27.3	21.4	17.6	14.1	22.4	73.5	919,399	176,425	110,463	146,972	33,327	156,626	19,655
• Lincoln	173.9	.0761	27.1	22.3	17.5	13.7	22.6	66.3	868,389	164,538	102,352	146,972	32,157	154,918	19,150
SUBURBAN TOTAL	21.2	.0093	28.7	13.5	17.7	17.4	21.5	7.2	51,010	11,887	8,111		1,170	1,708	505
OMAHA	**573.4**	**.2510**	**28.1**	**13.7**	**18.5**	**16.4**	**20.9**	**207.2**	**2,431,926**	**490,367**	**290,689**	**382,352**	**136,055**	**488,339**	**74,983**
Douglas	399.0	.1746	28.5	14.5	17.8	15.7	22.8	148.7	1,873,004	361,825	222,570	278,592	120,380	383,920	58,916
• Omaha	306.9	.1343	28.6	14.9	17.3	15.4	23.6	119.0	1,633,381	289,409	197,709	258,046	115,353	314,245	54,314
Sarpy	87.8	.0385	25.7	12.0	23.7	18.7	9.3	27.3	206,686	49,100	25,493	51,382	6,629	29,420	2,626
Pottawattamie, Iowa	*86.6*	*.0379*	*29.6*	*11.9*	*16.4*	*16.7*	*24.5*	*31.2*	*352,236*	*79,442*	*42,626*	*52,378*	*9,046*	*74,999*	*13,441*
Council Bluffs	*56.1*	*.0246*	*29.1*	*12.8*	*17.3*	*15.4*	*24.4*	*20.7*	*300,991*	*70,480*	*30,523*	*52,155*	*8,469*	*70,233*	*12,145*
SUBURBAN TOTAL	266.5	.1167	27.6	12.4	19.8	17.4	18.0	88.2	798,545	200,958	92,980	124,306	20,702	174,094	20,669
OTHER COUNTIES															
Adams	30.7	.0134	31.8	15.1	14.6	14.8	30.5	11.9	161,844	21,641	13,057	32,931	4,594	31,351	2,180
Antelope	8.7	.0039	35.3	8.6	12.3	4.8	35.5	3.2	29,596	4,648	1,848	230	373	9,996	727
Arthur	.5	.0002	31.9	8.6	17.2	17.2	27.4	.2	361		59		21		
Banner	.9	.0004	33.1	7.4	16.4	18.3	28.6	.3	99		30		16		
Blaine	.9	.0004	34.9	7.0	16.1	14.3	35.5	.3	2,094	236	45			169	
Boone	7.4	.0032	34.5	8.2	13.0	15.4	34.0	2.7	29,590	5,256	1,738	2,908	510	7,893	730
Box Butte	14.1	.0062	33.5	8.3	13.1	15.6	32.4	5.2	58,759	17,277	4,196	5,691	1,144	10,440	2,035
Boyd	3.3	.0014	39.8	7.1	11.3	15.0	39.8	1.3	7,111	1,843	753	155	66	430	27
Brown	4.4	.0019	35.0	6.6	15.4	15.5	34.5	1.7	18,062	3,281	2,346	436	958	4,060	225
Buffalo	35.2	.0154	25.4	23.1	13.6	12.4	24.6	12.5	183,422	29,468	21,675	24,903	9,707	36,096	1,616
Burt	8.8	.0039	39.0	8.1	11.9	15.7	38.4	3.4	25,633	7,907	2,594	327	1,033	5,814	771
Butler	9.3	.0041	37.5	8.6	12.8	14.5	37.8	3.4	24,965	4,344	3,015	551	410	6,086	413
Cass	20.5	.0089	30.8	11.4	16.5	15.5	27.6	7.3	51,665	11,037	4,659	2,615	308	15,530	613
Cedar	10.8	.0048	31.9	8.4	12.7	14.3	31.8	3.6	32,211	4,203	3,065	396	225	4,230	574
Chase	4.8	.0021	34.6	6.9	14.9	15.3	34.1	1.7	21,002	5,852	840	592	614	3,384	710
Cherry	6.8	.0029	32.0	9.3	16.7	15.5	29.4	2.5	31,800	5,276	4,361	2,621	1,217	5,523	701
Cheyenne	10.0	.0044	32.4	9.9	13.8	17.2	29.2	4.0	58,757	11,331	2,366	1,814	1,152	10,034	1,316
Clay	8.1	.0036	34.8	8.1	14.0	15.4	34.4	3.0	18,028	3,994	1,498	155	1,214	2,729	160
Colfax	9.9	.0043	38.2	8.6	12.9	14.2	38.8	3.7	32,293	6,533	4,452	1,519	879	6,810	341
Cuming	11.6	.0051	34.0	8.8	13.9	15.5	33.1	4.1	39,535	8,793	2,127	1,615	752	13,773	706
Custer	13.9	.0061	37.2	7.9	12.8	15.2	37.0	5.3	50,057	12,606	3,794	2,847	1,742	9,657	1,113
☐ Dakota	16.9	.0073	28.0	11.9	17.8	14.3	23.3	5.9	69,440	16,634	7,302	625	1,935	14,108	2,882
Dawes	9.6	.0043	27.1	22.3	11.9	12.6	28.1	3.6	42,353	10,611	5,361	2,685	1,395	6,975	974
Dawson	22.4	.0098	31.9	10.0	15.0	15.7	29.7	8.3	109,566	20,944	7,476	8,546	4,255	21,854	3,481
Deuel	2.4	.0010	39.0	8.0	13.1	15.4	38.7	1.0	10,262	334	918	284	853	1,202	121
Dixon	7.1	.0031	36.2	8.5	12.5	15.1	36.1	2.6	10,189	2,241	1,355	277	56	1,680	571
Dodge	36.0	.0158	31.6	11.6	15.9	16.0	28.5	13.5	171,501	35,112	17,300	19,780	6,919	38,756	4,668
Dundy	2.9	.0013	40.7	7.6	12.4	15.2	40.6	1.2	7,959	2,069	794	936	184	1,415	118
Fillmore	7.9	.0034	38.4	7.5	13.6	15.8	37.7	3.0	20,512	4,271	3,584	1,444	184	2,569	580
Franklin	4.4	.0019	43.2	6.7	12.0	15.4	43.2	1.7	10,278	3,382	1,062	564	83	1,720	122
Frontier	3.6	.0016	34.9	9.6	13.8	15.6	34.3	1.4	6,413	988	664		77	2,300	39
Furnas	6.5	.0029	42.6	7.2	11.4	14.0	43.1	2.6	26,129	5,636	1,486	606	702	6,410	959
Gage	24.5	.0107	34.9	10.7	14.5	15.8	34.1	9.3	97,048	21,088	8,066	9,620	3,718	17,220	2,310
Garden	2.8	.0012	39.5	7.4	14.0	15.9	38.8	1.1	7,003	1,285	601	299	154	1,400	373
Garfield	2.4	.0011	39.3	6.3	13.6	13.7	40.2	.9	7,987	2,258	287	287		936	574



OMAHA, A QUALITY METRO MARKET

Median EBI/Household: 8% Above U.S.
$15,000+ Households: 11% Above U.S.
$25,000+ Households: 17% Above U.S.

OMAHA WORLD-HERALD
75% SUNDAY
71% DAILY COVERAGE

(sources: ABC 3/31/80 S&MM 1980 Survey of Buying Power)

Omaha World-Herald

Further market information available from
George Kaplan, National Sales,
Omaha World-Herald, World-Herald Square, Omaha, Nebraska 68102

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Represented Nationally by CWO&O, Inc.

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Gosper	2.1	.0009	38.1	5.7	12.2	17.3	36.4	.8	2,870	467	1,091	60	53	59	
Grant	.9	.0004	29.4	9.9	15.7	16.1	25.2	.3	1,742	385	42	168	26		
Greeley	3.4	.0015	35.9	7.5	11.1	14.0	36.9	1.2	13,153	1,071	910	291	24	406	115
Hall	48.1	.0210	30.2	12.1	16.4	15.3	26.8	17.8	289,649	26,515	31,675	78,299	8,847	47,586	2,464
Hamilton	9.3	.0041	33.0	9.5	14.6	16.6	30.5	3.3	32,068	6,079	1,888	1,612	577	6,388	1,320
Harlan	4.3	.0019	41.3	6.7	11.7	15.8	40.8	1.7	10,487	1,553	1,546	713	455	1,996	292
Hayes	1.3	.0005	34.2	5.7	14.9	17.2	31.6	.5	2,887	539	87		36		
Hitchcock	4.1	.0018	38.4	6.7	11.7	16.2	37.4	1.5	6,004	1,818	1,150		21	86	51
Holt	13.6	.0060	33.2	8.5	13.1	14.8	32.9	4.9	54,203	9,554	3,077	3,401	2,430	8,014	1,503
Hooker	1.0	.0004	37.7	7.3	11.6	17.2	35.9	.4	3,316	488	157	277		1,629	87
Howard	6.8	.0030	34.1	8.2	13.9	15.7	33.0	2.4	15,622	3,418	1,511	745	1,437	2,828	431
Jefferson	9.8	.0043	38.5	10.4	12.6	14.7	38.7	3.9	41,903	8,092	3,263	2,083	2,140	10,432	1,183
Johnson	5.3	.0023	38.4	8.0	13.0	15.1	38.3	2.1	13,694	2,601	1,806	665	254	263	823
Kearney	7.1	.0031	34.4	9.3	15.5	15.6	33.4	2.6	19,522	5,441	1,296	894	524	4,803	813
Keith	9.4	.0041	31.7	8.9	16.0	16.2	28.6	3.6	74,968	12,037	5,069	4,040	1,876	14,700	1,127
Keya Paha	1.3	.0006	32.4	7.0	17.1	13.1	32.4	.5	1,485	150	232	70	25		
Kimball	4.8	.0021	30.6	10.6	17.0	18.3	24.2	1.8	35,370	5,272	1,765	1,440	887	5,573	676
Knox	11.4	.0050	37.0	7.7	12.1	16.2	35.9	4.2	36,412	4,152	6,153	789	467	7,702	1,025
Lincoln	37.1	.0162	30.4	10.6	15.7	15.4	27.4	13.6	202,738	35,678	19,126	38,308	10,446	35,675	3,567
Logan	1.0	.0004	33.5	9.3	11.5	14.3	34.0	.4	851	64	72				
Loup	.9	.0004	36.4	6.9	14.6	15.3	36.1	.3	776	142	251	54	22		
McPherson	.6	.0003	35.5	7.5	12.7	16.0	34.5	.2	480	64	44				
Madison	31.7	.0139	31.4	12.8	14.8	14.3	30.4	11.8	193,937	37,963	15,516	30,052	10,374	36,092	4,240
Merrick	9.0	.0039	32.9	8.6	15.7	15.6	31.0	3.2	21,168	5,184	2,060	266	251	3,322	32
Morrill	6.1	.0027	34.7	8.3	13.9	15.7	34.0	2.3	18,007	4,843	1,409	1,374	957	5,071	498
Nance	4.7	.0020	38.6	7.1	11.6	15.2	38.5	1.7	7,049	2,142	894	214	430	607	242
Nemaha	8.4	.0037	33.9	15.2	13.1	14.1	34.5	3.2	25,383	6,281	3,154	2,344	75	4,778	329
Nuckolls	6.7	.0029	37.9	6.9	13.3	15.7	37.3	2.6	24,857	5,354	1,936	1,020	683	2,809	568
Otoe	15.2	.0067	36.7	9.2	13.5	15.3	36.4	5.8	73,569	14,090	6,718	3,234	2,199	20,104	1,317
Pawnee	3.9	.0017	45.2	6.7	10.1	15.5	45.1	1.6	8,287	1,515	588	65	161	2,316	200
Perkins	3.7	.0016	36.8	8.0	12.7	15.1	36.7	1.4	10,536	1,381	515	267	218	566	107
Phelps	9.8	.0043	34.0	9.6	15.3	15.6	32.9	3.7	49,667	9,683	2,769	2,438	2,394	10,886	1,656
Pierce	8.5	.0037	34.4	8.6	14.4	15.2	33.9	3.1	21,469	3,586	1,994	645	734	5,815	445
Platte	29.1	.0128	29.2	12.1	15.9	15.7	25.1	10.3	146,967	28,618	15,389	23,724	7,432	25,455	2,729
Polk	6.3	.0027	38.7	7.8	12.7	14.8	38.8	2.3	19,947	2,464	684	332	116	3,694	1,870
Red Willow	12.7	.0056	32.5	11.6	14.3	15.3	31.1	4.9	78,864	16,735	6,797	7,527	3,260	16,452	1,169

If you could buy only one TV station in Nebraska, which would you choose?

How about the one that's first in the nation in these day part shares:

KOLN-TV/KGIN-TV.

PRIME TIME .... **TSA adults 18+** **50%**
TOTAL DAY .... **TSA Homes** **52%**
EARLY EVENING .... **TSA women 18-49** **71%**
ADI homes **51%**

Get all the facts and figures from Avery-Knodel. Television/Radio Age and Arbitron, May 1980.

AM-TV-FM
50th Fetzer Anniversary

KOLN-TV/KGIN-TV
Channel 10 A CBS Affiliate Channel 11
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA
1500 FT. TOWER / 1069 FT. TOWER
Avery-Knodel Television National Representatives

NEB. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Richardson	11.3	.0049	40.9	8.1	12.7	14.4	41.3	4.5	43,936	8,797	2,546	4,585	1,447	11,277	1,110
Rock	2.4	.0011	35.2	7.4	13.3	14.8	35.3	.9	6,688	2,327	504	230	203	772	137
Saline	13.2	.0057	36.8	13.6	12.2	13.9	37.8	5.0	52,645	9,553	4,763	4,033	12,421	8,918	1,915
Saunders	18.9	.0082	34.2	10.5	13.5	15.5	33.5	6.7	50,977	10,853	3,971	1,699	5,418	8,986	1,295
Scotts Bluff	38.6	.0169	29.3	13.4	15.6	15.8	25.4	14.1	200,618	47,506	16,573	23,218	10,440	32,826	4,167
Seward	15.9	.0070	29.2	18.9	13.8	14.0	28.0	5.4	65,865	13,207	4,353	4,170	2,881	17,149	1,174
Sheridan	7.6	.0033	34.6	8.6	12.5	15.3	34.2	2.9	45,958	10,664	3,358	690	1,481	8,380	985
Sherman	4.2	.0019	36.3	8.0	13.0	14.7	36.5	1.5	9,314	2,108	617		488	1,691	415
Sioux	1.8	.0007	34.4	8.1	14.6	18.6	30.5	.7	2,155	199		207		125	
Stanton	6.6	.0029	32.3	9.1	14.9	15.6	30.4	2.2	6,214	1,550	1,304	44	48	140	
Thayer	7.6	.0034	41.0	7.2	12.1	15.4	40.8	2.9	34,888	4,868	4,200	92	279	10,630	954
Thomas	1.0	.0004	33.1	10.0	15.0	15.5	31.6	.4	6,438	2,626	145			55	
Thurston	7.2	.0032	29.9	10.8	12.7	16.1	27.4	2.4	15,188	2,823	1,552	173	166	3,317	823
Valley	5.6	.0024	37.7	8.0	13.0	14.8	37.9	2.2	24,514	4,857	1,115	1,351	592	2,360	429
Washington	15.7	.0069	30.9	13.4	14.7	15.6	28.4	5.4	49,386	9,623	4,715	1,309	720	13,839	1,469
Wayne	9.9	.0043	26.6	25.2	12.0	13.8	26.1	3.4	36,378	4,302	3,545	3,524	674	11,605	250
Webster	4.8	.0021	43.3	7.2	12.5	14.6	43.5	1.9	12,057	2,350	1,094	468	935	2,768	574
Wheeler	1.1	.0005	32.0	8.4	14.5	15.5	30.1	.4	1,151	54	314				
York	14.9	.0065	32.3	11.0	15.0	15.3	30.6	5.5	73,424	16,861	5,949	8,139	1,414	18,321	1,572
TOTAL METRO COUNTIES	**698.8**	**.3058**	**27.7**	**16.1**	**18.4**	**15.6**	**21.0**	**255.4**	**3,068,529**	**603,984**	**365,828**	**477,571**	**162,271**	**584,074**	**84,079**
TOTAL STATE	**1,579.6**	**.6912**	**30.2**	**13.3**	**16.1**	**15.4**	**27.0**	**581.2**	**6,770,314**	**1,300,276**	**696,552**	**866,548**	**307,224**	**1,311,782**	**162,075**

NEB.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LINCOLN	**1,573,904**	**18,715**	**5.4**	**13.7**	**31.5**	**30.3**	**.0890**
Lancaster	1,573,904	18,715	5.4	13.7	31.5	30.3	.0890
• Lincoln	1,419,840	18,818	5.3	13.1	31.4	30.7	.0813
SUBURBAN TOTAL	154,064	17,807	5.9	19.0	32.2	27.2	.0077
OMAHA	**4,991,836**	**21,524**	**4.0**	**11.8**	**29.0**	**39.9**	**.2634**
Douglas	3,656,073	21,839	4.2	11.3	27.3	41.2	.1939
• Omaha	2,854,349	21,344	4.3	11.7	27.4	39.8	.1563
Sarpy	671,394	22,153	2.7	12.9	35.0	40.7	.0327
Pottawattamie, Iowa	*664,369*	*19,502*	*4.4*	*13.0*	*31.3*	*33.0*	*.0368*
Council Bluffs	*446,320*	*19,703*	*4.3*	*12.8*	*30.6*	*34.3*	*.0266*
SUBURBAN TOTAL	2,137,487	21,743	3.6	11.9	31.1	40.0	.1071
OTHER COUNTIES							
Adams	276,566	20,022	5.4	12.0	26.4	36.8	.0153
Antelope	59,832	15,426	8.3	15.0	27.5	23.9	.0034
Arthur	3,079	13,800	5.0	32.5	27.0	16.5	.0001

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Banner	5,984	17,600	7.0	18.7	26.9	30.7	.0002
Blaine	3,506	10,125	11.0	21.4	23.0	6.3	.0003
Boone	52,822	16,000	6.2	13.9	26.8	26.1	.0030
Box Butte	103,500	17,567	6.0	12.8	25.7	31.0	.0058
Boyd	18,752	11,475	7.9	16.9	23.4	14.0	.0012
Brown	30,510	14,450	5.1	16.5	25.1	23.0	.0017
Buffalo	263,323	17,814	5.9	14.0	28.4	30.1	.0161
Burt	68,931	17,041	5.4	12.2	27.3	28.6	.0035
Butler	67,537	14,874	6.0	12.8	22.2	27.5	.0034
Cass	147,596	18,146	5.7	13.6	30.5	30.1	.0075
Cedar	60,725	12,743	8.1	15.0	23.9	20.0	.0036
Chase	27,258	14,145	7.9	15.3	27.8	19.4	.0017
Cherry	53,073	17,565	5.1	16.0	29.2	29.5	.0031
Cheyenne	93,174	20,732	6.0	11.6	26.0	38.4	.0053
Clay	62,191	17,279	6.1	16.2	31.9	26.9	.0030

Lincoln: Your Capital Marketplace

This is the Sower. He stands atop the Capitol in the heart of Lincoln, the capital of Nebraska. He represents the rich rewards of the most fertile quality of life market anywhere. We've adopted him as our symbol because we cover the same ground in this $1.7 billion retail market.

Journal-Star Audience Coverage

(Lincoln Metro Area)	Daily	Sunday
Total Adults	**79.3%**	**81.2%**
In $35,000+ Households	85.1%	83.1%
In $25,000+ Households	86.6%	86.8%
Age 25-49	81.9%	86.4%
College Grads	82.8%	83.7%
3+ Persons per Household	80.1%	83.4%

Source: Scarborough Research Corporation, 1980 S&MM 1981 Survey of Buying Power.

Journal-Star Printing Co.

Represented by Sawyer Ferguson Walker, Inc.

Sunday Journal and Star Lincoln Journal THE LINCOLN STAR

NEB. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Colfax	64,312	15,123	6.8	15.7	27.7	22.7	.0036
Cuming	88,960	17,775	5.6	13.7	25.2	33.4	.0047
Custer	105,688	15,705	6.9	14.5	26.1	26.0	.0057
☐ Dakota	130,858	20,194	4.7	11.5	29.7	35.4	.0073
Dawes	62,480	13,705	8.8	20.1	26.6	18.4	.0038
Dawson	183,249	18,901	4.9	12.9	29.5	32.7	.0105
Deuel	22,795	19,400	4.7	15.3	31.5	31.6	.0011
Dixon	49,991	17,152	6.8	14.9	31.4	25.7	.0023
Dodge	263,046	17,439	5.4	15.8	30.4	27.2	.0157
Dundy	30,016	18,816	7.0	12.8	25.0	36.5	.0014
Fillmore	66,598	18,240	6.2	12.8	23.8	34.6	.0031
Franklin	29,644	13,718	6.6	20.3	25.0	19.7	.0015
Frontier	23,846	13,483	8.0	22.0	25.7	18.7	.0011
Furnas	46,864	14,618	6.1	15.8	27.2	21.5	.0027
Gage	196,053	18,299	6.1	13.6	27.7	31.8	.0107
Garden	17,115	13,065	9.2	15.0	25.2	19.2	.0009
Garfield	15,429	13,902	6.0	19.2	25.6	19.3	.0008
Gosper	12,963	13,676	6.9	22.3	28.6	16.5	.0007
Grant	10,214	26,167	1.7	5.7	25.7	51.2	.0005
Greeley	22,178	13,829	6.4	16.2	20.3	25.6	.0013
Hall	357,074	17,966	4.8	14.5	31.6	28.2	.0230
Hamilton	76,615	20,942	4.6	11.1	30.0	36.0	.0039
Harlan	30,166	15,476	7.7	15.0	31.1	20.7	.0016
Hayes	4,991	7,500	10.0	15.4	20.2	2.6	.0003
Hitchcock	29,858	16,583	4.9	12.5	30.7	24.1	.0013
Holt	95,532	16,099	6.8	14.3	24.8	28.6	.0056
Hooker	6,048	13,583	6.8	28.9	31.0	12.0	.0003
Howard	43,321	16,095	7.0	13.3	27.3	25.9	.0022
Jefferson	71,458	14,915	6.4	15.2	26.3	23.4	.0042
Johnson	31,578	13,084	6.5	19.3	25.3	17.2	.0018
Kearney	64,165	21,529	5.0	9.2	28.0	40.6	.0030
Keith	81,435	20,917	5.4	11.5	28.4	38.5	.0054
Keya Paha	7,791	11,385	9.4	16.0	23.8	17.2	.0003
Kimball	47,539	24,360	3.6	8.4	24.7	48.2	.0028
Knox	62,933	11,882	7.2	16.7	23.3	16.5	.0039
Lincoln	276,133	18,385	5.2	14.7	31.5	28.9	.0171
Logan	4,592	9,304	14.4	16.3	25.5	4.3	.0003

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Loup	4,040	10,444	11.3	22.3	18.0	12.4	.0003
McPherson	2,281	10,600	12.5	29.5	19.5	4.0	.0001
Madison	274,514	20,273	5.3	12.5	25.7	37.7	.0163
Merrick	61,632	17,051	6.1	15.1	30.3	26.8	.0032
Morrill	40,765	15,475	5.6	14.8	28.4	23.2	.0022
Nance	26,792	13,065	6.9	18.3	27.3	15.2	.0014
Nemaha	57,488	15,145	7.1	16.2	27.2	23.2	.0031
Nuckolls	42,690	14,159	6.8	15.2	29.7	17.4	.0025
Otoe	100,132	15,358	5.6	17.9	30.8	20.4	.0064
Pawnee	25,207	12,031	8.1	19.4	20.9	18.2	.0014
Perkins	40,568	25,676	4.0	9.6	25.4	51.7	.0017
Phelps	88,149	18,837	5.8	14.5	25.1	35.6	.0047
Pierce	50,095	13,704	6.6	17.4	27.1	18.1	.0029
Platte	214,172	18,501	4.9	14.8	31.6	29.9	.0130
Polk	53,730	19,662	5.8	12.0	30.9	33.7	.0027
Red Willow	96,414	16,608	5.9	15.9	27.1	28.7	.0061
Richardson	78,458	13,746	6.9	14.6	24.9	21.8	.0046
Rock	16,063	15,449	7.8	18.9	34.6	17.8	.0008
Saline	135,231	20,759	5.3	11.3	22.2	40.9	.0065
Saunders	143,007	19,144	5.6	12.3	25.6	34.8	.0071
Scotts Bluff	292,904	18,337	5.3	14.2	30.8	30.4	.0178
Seward	112,647	16,857	6.0	17.0	30.0	25.7	.0065
Sheridan	70,924	19,312	4.8	13.1	25.4	34.7	.0040
Sherman	23,022	12,159	7.0	15.1	22.9	18.5	.0013
Sioux	9,695	11,647	7.1	20.7	25.8	11.2	.0004
Stanton	40,578	16,932	5.6	12.8	30.2	24.9	.0020
Thayer	52,321	15,734	6.3	13.6	29.3	22.7	.0032
Thomas	4,371	11,226	6.8	38.7	19.0	1.3	.0004
Thurston	46,478	16,989	4.8	16.0	30.7	27.1	.0024
Valley	44,359	15,793	6.5	14.1	26.3	25.8	.0024
Washington	102,222	17,406	6.4	14.1	33.9	23.7	.0058
Wayne	64,853	15,108	7.7	18.3	27.2	23.2	.0037
Webster	28,137	10,937	7.8	15.9	22.5	14.7	.0017
Wheeler	7,070	15,679	5.5	16.0	36.9	17.8	.0003
York	131,523	20,916	5.0	11.1	27.3	39.1	.0072
TOTAL METRO COUNTIES	**6,032,229**	**20,875**	**4.4**	**12.2**	**29.3**	**37.9**	**.3229**
TOTAL STATE	**12,615,790**	**18,818**	**5.2**	**13.5**	**28.6**	**32.6**	**.6963**

NEVADA

NEV.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
LAS VEGAS	**475.7**	**.2082**	**29.6**	**13.3**	**19.5**	**19.0**	**20.5**	**181.1**	**2,498,455**	**503,121**	**200,842**	**357,518**	**108,736**	**481,128**	**94,428**
Clark	475.7	.2082	29.6	13.3	19.5	19.0	20.5	181.1	2,498,455	503,121	200,842	357,518	108,736	481,128	94,428
• Las Vegas	166.2	.0727	30.5	12.0	18.7	19.4	22.2	64.3	894,817	157,265	61,862	63,856	62,282	251,604	22,328
SUBURBAN TOTAL	309.5	.1355	29.2	14.0	20.1	18.8	19.6	116.8	1,603,638	345,856	138,980	293,662	46,454	229,524	72,100

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NEV. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
RENO	**199.0**	**.0870**	**32.0**	**14.2**	**16.7**	**18.7**	**26.4**	**80.2**	**1,391,833**	**202,889**	**92,562**	**160,299**	**85,122**	**267,357**	**134,945**
Washoe	199.0	.0870	32.0	14.2	16.7	18.7	26.4	80.2	1,391,833	202,889	92,562	160,299	85,122	267,357	134,945
• Reno	102.3	.0448	33.0	15.6	16.3	17.8	28.9	44.8	1,015,638	117,477	58,861	120,352	63,701	246,456	74,085
SUBURBAN TOTAL	96.7	.0422	31.1	12.8	17.0	19.6	23.7	35.4	376,195	85,412	33,701	39,947	21,421	20,901	60,860
OTHER COUNTIES															
Carson City	33.2	.0145	31.2	10.3	18.9	19.4	23.3	12.7	202,523	29,260	10,962	18,433	15,914	42,769	14,132
Carson City	33.2	.0145	31.2	10.3	18.9	19.4	23.3	12.7	202,523	29,260	10,962	18,433	15,914	42,769	14,132
Churchill	14.1	.0062	30.7	14.3	14.2	16.5	27.3	5.2	59,401	11,733	1,942	1,405	1,756	20,347	2,483
Douglas	20.4	.0089	34.0	10.2	18.8	21.5	26.6	7.8	65,294	5,258	5,921	182	4,050	3,112	15,521
Elko	17.5	.0077	31.5	10.6	16.6	17.3	26.9	6.5	76,184	15,448	5,152	4,116	2,391	13,072	4,904
Esmeralda	.8	.0003	42.3	11.3	10.4	18.4	40.6	.3	2,226		804				
Eureka	1.2	.0006	37.1	10.1	15.8	19.3	33.5	.5	2,253	241	103			45	
Humboldt	9.6	.0042	34.0	10.9	15.0	17.4	31.2	3.4	47,750	9,165	3,832	2,888	746	3,594	406
Lander	4.2	.0018	29.3	13.2	19.0	16.5	22.7	1.5	18,966	5,337	3,815			209	258
Lincoln	3.8	.0017	36.0	7.6	14.[illegible]	15.9	35.1	1.3	10,378	3,672	1,084	1,190	44	2,149	
Lyon	14.0	.0061	32.3	9.9	16.4	17.8	27.8	5.2	28,376	6,354	2,347	741	882	5,209	1,083
Mineral	6.1	.0027	30.4	15.5	14.3	17.9	25.6	2.3	18,668	3,723	559	785	1,416	3,659	1,366
Nye	9.4	.0041	33.5	12.1	17.3	18.4	28.9	3.6	24,380	2,714	3,533	846	104	1,576	345
Pershing	3.5	.0015	38.0	8.2	13.4	17.7	35.9	1.3	16,734	2,650	694	108		1,267	152
Storey	1.5	.0007	43.7	8.7	15.4	16.9	42.9	.6	5,280	633	1,315	30			
White Pine	8.0	.0036	30.7	11.9	16.2	16.5	26.6	3.0	46,774	9,372	2,808	2,103	743	14,917	1,775
TOTAL METRO COUNTIES	**674.7**	**.2952**	**30.3**	**13.6**	**18.7**	**18.9**	**22.3**	**261.3**	**3,890,288**	**706,010**	**293,404**	**517,817**	**193,858**	**748,485**	**229,373**
TOTAL STATE	**822.0**	**.3598**	**30.6**	**13.1**	**18.4**	**18.8**	**23.1**	**316.5**	**4,515,475**	**811,570**	**338,275**	**550,644**	**221,904**	**860,410**	**271,798**

NEV.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
LAS VEGAS	**3,963,882**	**19,940**	**4.8**	**14.8**	**30.4**	**34.8**	**.2285**
Clark	3,963,882	19,940	4.8	14.8	30.4	34.8	.2285
• Las Vegas	1,418,655	20,215	4.9	13.3	29.2	35.8	.0815
SUBURBAN TOTAL	2,545,227	19,791	4.8	15.6	31.2	34.2	.1470
RENO	**1,977,478**	**21,530**	**4.5**	**12.7**	**26.5**	**40.9**	**.1151**
Washoe	1,977,478	21,530	4.5	12.7	26.5	40.9	.1151
• Reno	1,081,319	20,694	4.8	13.2	25.3	39.4	.0703
SUBURBAN TOTAL	896,159	22,518	4.1	12.0	28.0	42.9	.0448
OTHER COUNTIES							
Carson City	302,985	21,679	4.1	11.8	31.4	39.5	.0175
Carson City	302,985	21,679	4.1	11.8	31.4	39.5	.0175
Churchill	84,789	13,815	7.7	19.5	29.0	16.7	.0054
Douglas	192,666	20,995	4.4	17.7	26.5	38.0	.0092
Elko	137,977	19,714	4.4	11.5	33.3	32.2	.0077
Esmeralda	6,351	15,000	4.7	7.3	16.7	33.3	.0002
Eureka	7,043	14,269	4.4	24.2	38.8	7.4	.0004
Humboldt	79,629	20,578	5.2	11.9	27.6	38.0	.0045
Lander	30,211	19,468	5.1	8.7	33.9	28.1	.0018
Lincoln	17,651	12,768	7.8	21.9	28.2	9.9	.0013
Lyon	92,376	16,230	4.7	16.8	38.6	16.8	.0045
Mineral	50,374	20,270	4.2	10.0	34.6	35.5	.0025
Nye	59,262	12,758	8.4	23.7	29.1	10.5	.0033
Pershing	24,004	17,390	4.7	15.4	34.7	23.7	.0015
Storey	10,851	14,500	4.3	8.7	25.0	22.3	.0006
White Pine	58,890	18,145	4.1	12.7	43.6	23.2	.0037
TOTAL METRO COUNTIES	**5,941,360**	**20,376**	**4.7**	**14.1**	**29.3**	**36.6**	**.3436**
TOTAL STATE	**7,096,419**	**19,964**	**4.8**	**14.3**	**29.7**	**35.3**	**.4077**

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NEW HAMPSHIRE

N.H.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
MANCHESTER - NASHUA	**280.8**	**.1228**	**30.0**	**12.3**	**18.1**	**16.9**	**24.2**	**98.3**	**1,217,090**	**272,708**	**100,447**	**148,267**	**62,666**	**200,132**	**32,475**
Hillsborough	280.8	.1228	30.0	12.3	18.1	16.9	24.2	98.3	1,217,090	272,708	100,447	148,267	62,666	200,132	32,475
• Manchester	91.0	.0398	32.5	12.4	14.8	17.1	29.1	34.7	449,208	82,890	45,382	52,571	20,815	91,716	14,372
• Nashua	68.7	.0301	29.2	12.3	19.4	17.2	21.6	24.3	406,104	83,088	28,461	46,533	23,786	80,176	10,871
SUBURBAN TOTAL	121.1	.0529	29.1	12.3	19.6	16.5	22.0	39.3	361,778	101,730	26,604	49,163	18,065	28,240	7,232
PORTSMOUTH - DOVER - ROCHESTER	**423.3**	**.1852**	**29.8**	**12.9**	**17.9**	**16.6**	**24.0**	**149.2**	**1,837,917**	**455,761**	**174,345**	**155,308**	**72,518**	**290,766**	**57,797**
Rockingham	*194.5*	*.0851*	*29.5*	*11.5*	*19.6*	*17.3*	*21.9*	*68.2*	*993,134*	*260,310*	*89,155*	*94,885*	*43,877*	*150,329*	*23,826*
• Portsmouth	26.3	.0115	26.1	13.8	13.5	16.7	21.3	9.4	214,379	35,620	23,778	11,468	11,662	42,230	3,197
Strafford	86.6	.0379	28.5	17.3	16.3	16.4	23.1	29.9	342,384	79,391	29,793	29,150	13,559	57,497	14,542
• Dover	22.5	.0098	29.0	9.7	12.2	18.4	24.3	8.2	115,606	18,788	11,518	8,786	8,499	20,034	3,175
• Rochester	27.0	.0118	30.0	8.7	12.1	18.2	25.8	10.1	138,279	35,564	9,270	11,936	2,100	25,103	9,471
York, Me.	142.2	.0622	31.1	12.0	16.2	16.0	27.7	51.1	502,399	116,060	55,397	31,273	15,082	82,940	19,429
SUBURBAN TOTAL	347.5	.1521	30.0	13.3	18.9	16.4	24.2	121.5	1,369,653	365,789	129,779	123,118	50,257	203,399	41,954
OTHER COUNTIES															
Belknap	43.8	.0191	31.9	10.4	15.8	16.7	28.4	16.1	230,288	57,520	17,446	16,530	11,071	37,044	4,617
Carroll	28.7	.0126	34.6	9.9	14.2	16.2	33.3	11.5	146,762	36,125	17,273	6,432	5,537	13,577	2,567
Cheshire	62.8	.0275	30.3	14.2	16.6	16.4	25.8	22.3	214,945	59,678	18,063	18,912	9,675	30,947	3,710
Coos	35.2	.0154	33.0	9.6	14.1	17.8	29.5	13.1	144,159	37,052	10,961	13,329	4,144	21,228	3,206
Grafton	66.7	.0292	29.6	17.6	15.6	15.3	26.3	23.8	329,923	88,622	25,893	34,942	13,353	35,917	6,674
Merrimack	99.9	.0438	32.0	12.3	16.4	16.2	28.9	35.6	471,176	107,700	34,108	55,735	13,547	86,642	12,650
Sullivan	36.5	.0160	32.1	10.3	16.4	16.6	28.7	13.6	135,568	36,821	7,789	6,780	6,057	23,955	4,804
TOTAL METRO COUNTIES	**561.9**	**.2458**	**29.6**	**12.8**	**18.3**	**17.0**	**23.1**	**196.4**	**2,552,608**	**612,409**	**219,395**	**272,302**	**120,102**	**407,958**	**70,843**
TOTAL STATE	**935.5**	**.4094**	**30.3**	**12.8**	**17.3**	**16.7**	**25.2**	**332.4**	**4,225,429**	**1,035,927**	**350,928**	**424,962**	**183,486**	**657,268**	**109,071**

N.H.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over: A	B	C	D	Buying Power Index
MANCHESTER - NASHUA	**2,220,467**	**20,858**	**4.2**	**12.1**	**30.7**	**36.6**	**.1235**
Hillsborough	2,220,467	20,858	4.2	12.1	30.7	36.6	.1235
• Manchester	714,973	18,604	4.9	13.6	29.9	30.7	.0416
• Nashua	583,107	22,291	3.9	10.7	31.3	40.6	.0347
SUBURBAN TOTAL	922,387	21,876	3.9	11.5	31.1	39.3	.0472
PORTSMOUTH - DOVER - ROCHESTER	**3,096,395**	**18,640**	**5.0**	**14.9**	**33.1**	**29.3**	**.1796**
Rockingham	*1,586,803*	*21,377*	*4.1*	*12.5*	*31.4*	*38.4*	*.0917*
• Portsmouth	190,943	17,705	5.4	16.4	32.8	27.2	.0142
Strafford	590,597	17,597	5.6	15.9	35.0	24.6	.0345
• Dover	161,377	18,091	5.7	16.2	35.1	26.5	.0100
• Rochester	180,343	16,638	5.7	17.0	35.4	20.8	.0116
York, Me.	918,995	16,181	5.7	17.4	34.5	20.1	.0534
SUBURBAN TOTAL	2,563,732	18,916	4.8	14.5	32.8	30.4	.1438
OTHER COUNTIES							
Belknap	344,367	18,386	4.7	14.7	31.3	29.5	.0205
Carroll	193,734	14,551	6.4	20.8	31.3	17.0	.0125
Cheshire	482,641	19,319	4.5	14.5	34.2	30.9	.0254
Coos	237,711	16,485	6.0	15.9	34.5	20.8	.0141
Grafton	537,143	18,255	5.3	15.5	30.7	29.8	.0310
Merrimack	756,800	18,505	5.1	15.0	33.5	28.5	.0442
Sullivan	279,835	17,823	5.2	15.8	33.3	26.7	.0151
TOTAL METRO COUNTIES	**4,397,867**	**20,473**	**4.4**	**12.8**	**31.7**	**35.4**	**.2497**
TOTAL STATE	**7,230,098**	**19,408**	**4.7**	**14.0**	**32.1**	**32.1**	**.4125**

NEW JERSEY

N.J.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ATLANTIC CITY	**195.4**	**.0855**	**36.4**	**9.5**	**12.9**	**14.9**	**36.4**	**72.6**	**998,340**	**225,698**	**116,924**	**93,364**	**37,211**	**110,342**	**21,204**
Atlantic	195.4	.0855	36.4	9.5	12.9	14.9	36.4	72.6	998,340	225,698	116,924	93,364	37,211	110,342	21,204
• Atlantic City	39.6	.0173	46.7	8.0	9.9	13.1	47.1	17.6	269,732	22,279	43,112	13,026	8,676	14,768	6,356
SUBURBAN TOTAL	155.8	.0682	34.3	9.9	13.6	15.5	33.6	55.0	728,608	203,419	73,812	80,338	28,535	95,574	14,848
JERSEY CITY	**555.0**	**.2429**	**33.6**	**12.6**	**15.2**	**16.4**	**31.4**	**208.5**	**1,656,291**	**481,717**	**151,609**	**115,744**	**68,416**	**199,488**	**43,466**
Hudson	555.0	.2429	33.6	12.6	15.2	16.4	31.4	208.5	1,656,291	481,717	151,609	115,744	68,416	199,488	43,466
Bayonne	64.4	.0282	34.9	12.7	13.5	16.6	33.3	23.9	173,611	47,422	21,397	1,958	10,146	7,176	6,258
Hoboken	42.2	.0185	29.3	16.9	16.1	14.7	26.0	15.1	90,314	45,811	11,296	1,471	2,440	674	2,754
• Jersey City	220.5	.0965	32.3	12.9	15.4	15.1	30.7	81.9	612,166	164,034	60,693	49,623	25,411	84,640	18,705
North Bergen Township	46.9	.0205	36.0	12.0	15.5	17.3	33.9	18.6	228,911	94,358	14,410	18,374	5,593	50,487	1,497
Union City	57.0	.0249	34.9	10.6	16.5	18.4	31.5	21.5	169,683	46,827	11,421	20,352	9,190	30,184	6,020
West New York	39.1	.0171	36.2	9.9	16.5	19.6	31.9	15.5	103,246	17,322	8,164	2,754	9,197	14,853	1,948
SUBURBAN TOTAL	334.5	.1464	34.5	12.5	14.8	17.3	32.0	126.6	1,044,125	317,683	90,916	66,121	43,005	114,848	24,761
LONG BRANCH - ASBURY PARK	**506.1**	**.2215**	**31.5**	**11.2**	**16.1**	**17.7**	**26.7**	**173.0**	**2,168,913**	**542,003**	**223,375**	**191,341**	**122,316**	**363,729**	**58,851**
Monmouth	506.1	.2215	31.5	11.2	16.1	17.7	26.7	173.0	2,168,913	542,003	223,375	191,341	122,316	363,729	58,851
• Asbury Park	17.0	.0074	40.0	13.7	12.0	13.3	41.1	7.9	63,330	7,058	7,192	13,637	2,318	7,162	1,058

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
● Long Branch	29.7	.0130	30.8	17.9	15.0	14.6	29.1	11.9	81,397	33,296	10,447	2,278	1,946	9,255	4,451
Middletown Township	63.2	.0277	30.5	8.8	14.4	21.0	22.5	19.2	203,679	82,180	10,831	26,060	14,750	14,272	9,470
SUBURBAN TOTAL	459.4	.2011	31.4	10.6	16.4	18.0	26.0	153.2	2,024,186	501,649	205,736	175,426	118,052	347,312	53,342
NEWARK	**1,958.7**	**.8572**	**32.7**	**11.5**	**16.1**	**18.0**	**28.3**	**680.0**	**8,140,097**	**2,081,807**	**749,873**	**610,119**	**475,780**	**1,394,410**	**182,759**
Essex	845.2	.3699	32.6	12.3	15.5	16.6	29.6	299.7	2,984,101	743,857	270,751	303,742	185,555	421,030	70,875
Bloomfield	47.5	.0208	36.5	11.5	15.0	16.0	35.6	17.9	172,384	57,007	13,330	2,179	4,271	29,640	3,257
East Orange	77.2	.0338	34.4	13.0	17.2	15.4	33.7	30.4	134,033	29,859	12,170	1,271	6,754	40,210	3,111
Irvington	61.7	.0270	44.0	11.3	11.9	15.8	43.8	2[illegible].4	160,323	38,679	10,821	14,589	7,319	28,263	5,700
Montclair	38.0	.0166	36.9	12.4	12.7	16.3	35.8	13.8	149,537	36,159	7,865	6,138	6,817	28,069	2,785
● Newark	325.7	.1425	28.6	13.3	17.5	15.8	23.1	113.3	620,984	137,226	87,238	83,381	51,898	49,972	19,878
West Orange	39.2	.0172	36.9	10.4	12.8	17.8	34.5	13.3	196,014	60,262	35,911	19,010	4,579	11,014	2,037
Morris	409.2	.1791	31.0	10.9	18.7	19.3	23.3	133.6	1,929,218	585,594	181,767	126,463	73,071	324,872	37,536
Parsippany - Troy Hills Township	49.5	.0217	29.5	14.1	25.0	17.1	19.1	16.5	204,223	79,760	23,596	10,027	6,938	23,657	3,342
Somerset	203.5	.0891	32.1	10.4	17.2	20.6	24.4	68.3	953,673	219,041	96,829	79,170	52,402	180,127	28,292
Union	500.8	.2191	34.9	11.2	14.4	18.3	31.6	178.4	2,273,105	533,315	200,526	100,744	164,752	468,381	46,056
Elizabeth	105.6	.0462	34.6	12.4	16.0	16.6	32.8	40.2	340,291	95,619	29,276	11,979	21,015	79,363	8,597
Linden	37.5	.0164	34.6	12.9	15.0	16.7	32.8	13.7	159,691	33,409	17,038	1,159	13,212	27,461	1,859
Plainfield	45.4	.0199	32.1	11.9	17.3	15.3	29.7	15.9	105,551	13,078	5,831	16,072	8,470	26,167	1,595
Union Township	49.9	.0218	41.2	10.7	11.8	18.2	39.4	18.0	366,677	56,382	30,791	45,385	46,518	75,506	4,929
SUBURBAN TOTAL	1,633.0	.7147	33.6	11.2	15.7	18.5	29.3	566.7	7,519,113	1,944,581	662,635	526,738	423,882	1,344,438	162,881
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**595.8**	**.2608**	**30.1**	**13.9**	**17.4**	**19.1**	**22.3**	**199.0**	**2,534,594**	**601,278**	**225,927**	**335,480**	**127,537**	**328,053**	**47,640**
Middlesex	595.8	.2608	30.1	13.9	17.4	19.1	22.3	199.0	2,534,594	601,278	225,927	335,480	127,537	328,053	47,640
Edison Township	70.3	.0308	29.9	12.6	18.6	20.7	19.9	23.3	371,486	52,887	39,472	83,017	11,251	23,170	10,463
● New Brunswick	41.3	.0181	26.1	30.6	14.5	12.0	25.2	14.0	157,816	9,126	12,726	23,320	23,224	36,426	1,181
Old Bridge Township	51.6	.0226	27.7	11.3	21.3	19.2	15.1	16.2	69,225	30,671	9,376	3,523	1,138	1,451	2,586
● Perth Amboy	38.9	.0170	34.9	13.7	15.1	16.3	33.6	14.0	209,684	46,558	18,238	4,669	8,823	60,539	4,679
● Sayreville	29.7	.0130	30.0	12.0	17.5	21.2	19.9	9.5	64,076	25,990	9,396	1,737	1,424	6,428	1,811
Woodbridge Township	89.3	.0391	30.8	12.8	15.8	21.2	22.2	28.8	477,095	94,529	35,492	99,455	26,981	53,091	6,185
SUBURBAN TOTAL	485.9	.2127	30.0	12.6	17.9	19.9	21.3	161.5	2,103,018	519,604	185,567	305,754	94,066	224,660	39,969
PATERSON - CLIFTON - PASSAIC	**446.1**	**.1953**	**32.5**	**12.0**	**15.7**	**16.7**	**29.4**	**153.8**	**1,920,831**	**356,428**	**168,709**	**349,176**	**94,285**	**273,143**	**33,153**
Passaic	446.1	.1953	32.5	12.0	15.7	16.7	29.4	153.8	1,920,831	356,428	168,709	349,176	94,285	273,143	33,153
● Clifton	73.7	.0323	38.4	11.6	12.7	18.2	36.0	27.8	329,571	99,802	35,490	11,716	5,040	66,140	5,396
● Passaic	52.2	.0228	33.9	12.6	15.1	15.0	33.4	19.5	167,791	26,815	18,084	5,443	9,234	17,594	5,232
● Paterson	137.3	.0601	31.0	13.2	16.6	14.3	29.0	47.4	211,655	42,068	18,258	14,197	20,214	32,841	6,730
Wayne Township	46.2	.0202	31.1	9.6	14.2	21.4	23.0	13.7	696,908	68,515	47,594	283,930	33,686	72,314	6,439
SUBURBAN TOTAL	182.9	.0801	31.6	11.0	16.4	18.5	25.9	59.1	1,211,814	187,743	96,877	317,820	59,797	156,568	15,795

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Sources: ABC, 1979; S&MM 1980

N.J. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TRENTON	**307.9**	**.1347**	**31.6**	**14.2**	**15.4**	**17.0**	**27.8**	**106.7**	**1,367,861**	**333,973**	**120,133**	**179,523**	**72,980**	**175,576**	**30,799**
Mercer	307.9	.1347	31.6	14.2	15.4	17.0	27.8	106.7	1,367,861	333,973	120,133	179,523	72,980	175,576	30,799
Hamilton Township	82.9	.0363	32.5	11.5	15.3	19.1	27.1	28.8	352,950	122,623	35,952	16,749	8,212	65,388	10,714
• Trenton	91.1	.0399	33.0	13.0	14.4	15.6	31.6	33.3	138,755	21,573	24,773	12,238	7,660	8,467	3,443
SUBURBAN TOTAL	216.8	.0948	31.1	14.7	15.8	17.6	26.2	73.4	1,229,106	312,400	95,360	167,285	65,320	167,109	27,356
VINELAND - MILLVILLE - BRIDGETON	**133.5**	**.0584**	**30.8**	**11.8**	**15.1**	**16.1**	**27.6**	**44.8**	**575,935**	**183,028**	**44,625**	**52,334**	**26,868**	**94,686**	**15,740**
Cumberland	133.5	.0584	30.8	11.8	15.1	16.1	27.6	44.8	575,935	183,028	44,625	52,334	26,868	94,686	15,740
• Bridgeton	18.7	.0082	30.6	12.4	14.6	15.4	28.2	6.7	98,795	17,307	3,942	2,695	6,050	33,376	5,690
• Millville	25.0	.0109	32.9	11.4	14.2	16.8	30.2	9.1	89,219	30,549	8,184	2,149	3,185	17,748	997
• Vineland	54.2	.0237	30.5	12.1	15.5	16.1	27.0	17.5	304,831	91,810	24,587	43,478	16,434	38,548	8,063
SUBURBAN TOTAL	35.6	.0155	30.0	11.3	15.8	15.8	26.3	11.5	83,090	43,362	7,912	4,012	1,199	5,014	990
OTHER COUNTIES															
☐ Bergen	842.2	.3686	35.0	11.3	14.9	19.3	30.6	302.4	4,615,375	1,057,946	407,603	612,559	261,793	761,833	87,514
Teaneck Township	38.8	.0170	36.7	12.4	13.2	18.7	33.4	13.2	82,032	34,194	8,139	1,717	2,363	5,029	1,867

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N.J. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
☐ Burlington	366.0	.1601	28.2	14.8	16.9	18.7	19.8	117.4	1,474,100	283,007	143,028	233,468	41,067	347,006	24,113
Willingboro Township	39.8	.0174	26.3	7.4	21.2	22.4	9.1	11.1	87,202	36,181	2,703	29,191	1,470	1,462	2,610
☐ Camden	472.8	.2070	31.3	11.7	15.1	17.4	27.0	164.5	2,000,900	471,343	186,190	221,180	121,534	306,519	51,153
Camden	83.7	.0366	26.1	12.3	13.5	13.2	24.8	30.6	135,794	31,630	14,878	2,899	10,292	21,876	7,770
Cherry Hill Township	69.1	.0302	30.5	7.9	15.5	22.8	20.2	21.4	549,620	113,140	53,147	84,344	42,442	118,376	6,972
Cape May	84.0	.0367	41.7	9.2	11.4	13.0	42.8	33.3	505,707	130,995	99,047	33,844	13,181	80,257	9,959
☐ Gloucester	202.1	.0885	29.9	12.1	16.1	17.9	24.0	66.5	933,880	167,612	69,233	152,386	26,974	164,345	13,915
Hunterdon	88.7	.0388	32.3	10.2	16.4	17.7	27.9	29.1	387,842	110,463	24,567	18,411	18,841	65,327	3,972
Ocean	356.4	.1559	33.7	9.3	14.4	14.1	34.1	133.4	1,578,690	447,216	146,099	190,156	42,784	293,984	29,491
Dover Township	65.8	.0288	32.7	8.7	15.4	14.5	31.9	23.7	607,161	154,574	32,977	120,751	18,556	134,469	5,468
☐ Salem	65.0	.0284	31.9	11.3	14.9	16.8	28.5	22.6	187,241	44,611	19.330	8,461	8,504	46,943	2,889
Sussex	119.2	.0522	30.3	9.3	17.9	16.4	25.2	38.5	379,327	142,416	27,300	17,535	6,987	52,739	9,656
☐ Warren	85.3	.0374	32.9	11.4	14.7	16.6	30.3	29.9	336,015	97,047	26,381	15,881	9,850	37,402	11,126
TOTAL METRO COUNTIES	**6,731.9**	**2.9463**	**32.2**	**12.1**	**15.8**	**17.8**	**27.8**	**2,341.7**	**28,910,373**	**6,927,498**	**2,652,940**	**3,171,016**	**1,495,115**	**4,603,475**	**624,322**
TOTAL STATE	**7,380.2**	**3.2299**	**32.3**	**11.8**	**15.8**	**17.6**	**28.2**	**2,576.0**	**31,761,939**	**7,758,588**	**2,949,953**	**3,430,962**	**1,576,908**	**5,095,782**	**677,400**

N.J.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ATLANTIC CITY	**1,540,953**	**17,841**	**6.0**	**14.4**	**26.3**	**31.6**	**.0905**
Atlantic	1,540,953	17,841	6.0	14.4	26.3	31.6	.0905
● Atlantic City	300,149	12,850	8.2	17.2	22.7	20.5	.0201
SUBURBAN TOTAL	1,240,804	19,444	5.2	13.6	27.5	35.0	.0704
JERSEY CITY	**4,448,835**	**19,218**	**4.8**	**13.7**	**29.3**	**33.2**	**.2227**
Hudson	4,448,835	19,218	4.8	13.7	29.3	33.2	.2227
Bayonne	548,032	21,208	4.0	11.4	29.2	38.8	.0261
Hoboken	270,334	15,189	6.3	18.1	28.2	22.5	.0140
● Jersey City	1,682,146	18,183	5.2	14.9	29.8	30.2	.0847
North Bergen Township	471,962	23,681	3.5	9.7	26.5	46.2	.0242
Union City	419,632	17,777	5.1	14.2	31.2	27.6	.0218
West New York	327,611	18,854	5.4	14.6	28.3	32.4	.0157
SUBURBAN TOTAL	2,766,689	19,896	4.5	12.9	29.3	35.2	.1380
LONG BRANCH - ASBURY PARK	**4,709,520**	**23,853**	**3.8**	**10.6**	**25.0**	**47.0**	**.2414**
Monmouth	4,709,520	23,853	3.8	10.6	25.0	47.0	.2414
● Asbury Park	122,646	12,419	7.9	16.8	24.6	17.0	.0068
● Long Branch	272,061	18,679	5.8	14.3	30.2	31.5	.0126
Middletown Township	632,829	29,501	2.2	6.8	21.1	62.6	.0293
SUBURBAN TOTAL	4,314,813	24,888	3.4	10.0	24.7	49.7	.2220

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
NEWARK	**19,708,651**	**25,553**	**3.3**	**9.3**	**23.5**	**51.5**	**.9672**
Essex	7,716,248	21,387	4.6	12.1	24.9	41.3	.3792
Bloomfield	460,964	24,143	3.1	10.0	28.2	47.3	.0222
East Orange	672,709	18,993	4.9	14.0	29.5	33.3	.0295
Irvington	519,525	18,953	5.3	13.2	28.8	32.5	.0247
Montclair	498,266	27,877	3.4	9.3	20.1	54.8	.0217
● Newark	1,963,570	14,814	7.0	17.5	27.6	21.7	.1019
West Orange	471,850	29,854	2.3	7.2	20.6	61.8	.0225
Morris	4,354,349	29,341	1.9	6.2	22.2	62.7	.2158
Parsippany - Troy Hills Township	650,981	36,714	1.1	2.7	13.5	79.1	.0286
Somerset	2,258,143	30,080	1.9	5.8	20.6	63.8	.1096
Union	5,379,911	26,971	2.8	8.2	23.2	55.2	.2626
Elizabeth	920,703	20,551	4.4	12.8	28.2	37.6	.0452
Linden	346,864	24,077	3.1	9.3	29.4	46.9	.0178
Plainfield	409,120	22,446	4.4	12.3	26.1	43.3	.0185
Union Township	464,264	24,165	3.1	9.2	29.3	47.1	.0286
SUBURBAN TOTAL	17,745,081	27,770	2.6	7.7	22.6	57.4	.8653
NEW BRUNSWICK - PERTH AMBOY - SAYREVILLE	**5,610,126**	**26,503**	**2.3**	**7.1**	**26.3**	**55.1**	**.2856**

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N.J. (cont.)

S&MM ESTIMATES — EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Middlesex	5,610,126	26,503	2.3	7.1	26.3	55.1	.2856
Edison Township	685,804	26,192	1.8	7.1	30.3	54.8	.0366
● New Brunswick	319,195	18,947	5.5	13.7	27.8	33.3	.0173
Old Bridge Township	419,778	25,124	2.2	6.6	33.6	50.5	.0182
● Perth Amboy	293,883	19,044	4.5	13.6	31.2	31.2	.0180
● Sayreville	269,561	27,281	1.5	4.8	28.8	59.2	.0120
Woodbridge Township	816,399	27,191	1.6	5.4	27.9	58.0	.0451
SUBURBAN TOTAL	4,727,487	27,524	1.9	6.1	25.6	58.8	.2383
PATERSON - CLIFTON - PASSAIC	**3,781,542**	**22,185**	**4.0**	**11.1**	**28.0**	**41.7**	**.2030**
Passaic	3,781,542	22,185	4.0	11.1	28.0	41.7	.2030
● Clifton	779,091	25,259	2.8	8.3	26.7	50.8	.0382
● Passaic	408,717	17,651	5.5	15.4	28.2	30.3	.0210
● Paterson	914,602	16,892	6.0	15.4	29.5	26.5	.0438
Wayne Township	527,026	35,429	1.4	4.2	15.0	75.6	.0402
SUBURBAN TOTAL	1,679,132	26,080	2.5	7.7	27.1	53.5	.1000
TRENTON	**2,830,307**	**23,386**	**3.7**	**10.8**	**26.7**	**45.4**	**.1474**
Mercer	2,830,307	23,386	3.7	10.8	26.7	45.4	.1474
Hamilton Township	668,778	22,173	3.2	11.1	36.3	38.6	.0367
● Trenton	625,365	16,354	6.1	16.3	27.9	26.4	.0295
SUBURBAN TOTAL	2,204,942	26,283	2.7	8.2	26.2	53.9	.1179
VINELAND - MILLVILLE - BRIDGETON	**931,173**	**18,964**	**4.9**	**14.8**	**30.6**	**31.2**	**.0553**
Cumberland	931,173	18,964	4.9	14.8	30.6	31.2	.0553
● Bridgeton	122,442	16,087	6.7	18.0	29.1	24.1	.0081
● Millville	188,016	19,202	4.4	13.7	33.0	31.1	.0101
● Vineland	385,679	19,539	4.8	14.2	30.8	33.0	.0248
SUBURBAN TOTAL	235,036	19,360	4.4	14.7	29.8	32.3	.0123
OTHER COUNTIES							
☐ Bergen	9,624,686	28,298	2.4	7.3	22.3	59.0	.4824
Teaneck Township	485,041	32,183	2.2	6.9	18.2	64.8	.0193
☐ Burlington	3,127,193	23,157	3.3	11.0	31.4	43.9	.1640
Willingboro Township	284,721	24,552	1.5	6.1	39.5	48.0	.0140
☐ Camden	4,084,814	22,872	3.8	10.7	28.0	43.7	.2161
Camden	522,839	15,171	6.6	16.8	29.1	21.4	.0260
Cherry Hill Township	784,587	34,219	1.3	4.6	15.0	74.4	.0447
Cape May	668,227	15,852	6.9	16.2	26.6	26.0	.0415
☐ Gloucester	1,490,457	21,321	3.7	11.3	35.0	36.3	.0878
Hunterdon	779,200	23,994	3.4	9.1	28.4	46.8	.0413
Ocean	2,453,154	16,615	6.4	16.5	33.0	22.8	.1478
Dover Township	649,480	24,725	3.7	10.5	25.2	49.3	.0425
☐ Salem	484,473	20,395	4.1	12.2	34.2	32.7	.0248
Sussex	936,460	22,399	3.3	10.6	33.0	40.9	.0482
☐ Warren	685,988	21,210	4.3	11.2	32.0	37.4	.0369
TOTAL METRO COUNTIES	**63,058,718**	**23,981**	**3.5**	**10.1**	**26.2**	**47.1**	**3.2251**
TOTAL STATE	**67,895,759**	**23,396**	**3.7**	**10.5**	**26.6**	**45.5**	**3.5039**

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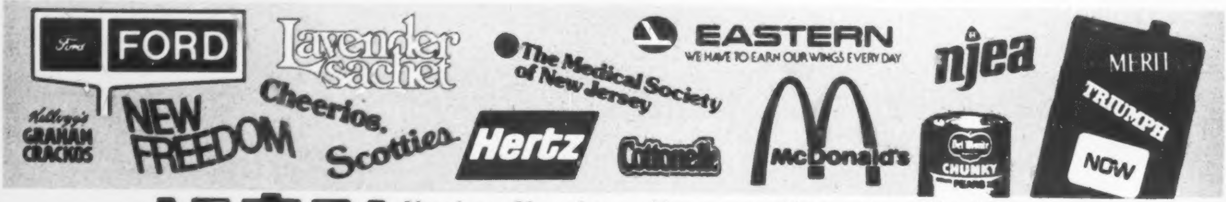

Northern New Jersey Newspaper Network — 206,458
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NEW MEXICO

N.M. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBUQUERQUE	**464.2**	**.2031**	**28.0**	**14.5**	**18.0**	**16.7**	**20.8**	**167.5**	**2,150,526**	**390,962**	**170,465**	**285,303**	**163,621**	**485,814**	**63,350**
Bernalillo	428.1	.1873	28.2	14.6	18.3	16.9	20.7	156.4	2,119,514	382,958	165,672	282,487	162,861	485,371	62,802
• Albuquerque	339.0	.1484	28.9	14.7	18.0	17.3	21.8	128.4	1,989,191	334,488	151,859	278,827	160,764	470,617	58,574
Sandoval	36.1	.0158	25.5	12.4	14.9	14.1	21.7	11.1	31,012	8,004	4,793	2,816	760	443	548
SUBURBAN TOTAL	125.2	.0547	25.8	13.8	18.3	15.0	18.1	39.1	161,335	56,474	18,606	6,476	2,857	15,197	4,776
LAS CRUCES	**98.3**	**.0430**	**24.8**	**18.5**	**17.4**	**15.3**	**16.9**	**31.5**	**331,727**	**71,695**	**26,275**	**35,704**	**14,453**	**71,888**	**7,546**
Dona Ana	98.3	.0430	24.8	18.5	17.4	15.3	16.9	31.5	331,727	71,695	26,275	35,704	14,453	71,888	7,546
• Las Cruces	45.5	.0199	26.8	14.9	18.3	16.1	18.8	16.1	298,196	69,841	22,359	34,781	14,332	60,930	6,336
SUBURBAN TOTAL	52.8	.0231	23.9	21.8	16.6	14.6	15.2	15.4	33,531	1,854	3,916	923	121	10,958	1,210
OTHER COUNTIES															
Catron	2.8	.0012	34.9	9.6	15.3	15.1	34.7	1.0	2,797	1,405	255	139			
Chaves	51.7	.0227	30.5	12.2	14.9	16.3	26.9	18.7	247,676	41,498	14,752	34,280	10,612	50,095	5,589
Colfax	13.8	.0060	34.1	9.4	13.1	15.2	33.6	5.0	64,885	11,460	5,864	2,728	1,333	12,288	1,961
Curry	42.2	.0185	26.0	16.3	16.9	14.6	20.2	14.7	182,387	30,550	9,444	27,386	10,996	51,137	4,630
De Baca	2.5	.0011	43.7	7.7	11.2	14.3	44.0	1.0	7,495	1,720	378	55		3,137	108
Eddy	48.4	.0212	31.4	11.7	13.5	17.0	28.1	17.0	187,507	49,632	11,459	17,881	8,558	40,692	5,371
Grant	26.6	.0116	28.5	13.5	16.1	15.8	23.8	8.8	92,045	27,238	3,673	10,017	4,088	15,595	2,341
Guadalupe	4.5	.0020	29.8	10.6	14.4	14.5	28.0	1.5	28,110	2,976	4,166	652	295	892	
Harding	1.1	.0005	40.1	8.1	11.2	17.2	38.5	.4	2,701	262	188	816		676	
Hidalgo	6.1	.0026	28.7	10.2	14.3	14.8	26.2	2.0	25,229	4,463	1,801	2,368		2,957	166
Lea	56.1	.0246	29.2	11.7	16.5	19.1	21.4	19.1	261,769	58,137	14,573	20,863	14,897	66,989	9,558
Lincoln	11.3	.0049	34.6	9.4	14.0	15.2	34.2	4.3	54,850	16,731	5,956	4,399	1,901	11,909	736
Los Alamos	17.8	.0078	31.3	7.3	20.5	26.1	16.4	6.5	52,305	21,122	3,026	4,549	755	500	1,618
Luna	15.9	.0070	31.4	9.4	12.8	15.0	30.3	5.7	59,981	17,663	2,724	2,854	3,140	6,685	2,258
McKinley	56.0	.0245	22.8	12.5	17.3	13.8	14.9	15.1	257,318	62,158	15,653	22,559	14,308	36,930	5,639
Mora	4.2	.0018	30.4	12.0	11.9	12.8	31.8	1.4	2,934	512	128	647	32		58
Otero	44.9	.0197	25.6	15.2	19.4	17.1	14.7	14.9	137,859	31,710	13,176	17,472	8,887	22,935	1,395
Quay	10.5	.0046	34.4	10.4	13.9	14.4	34.7	4.0	51,334	10,553	4,672	2,957	473	6,171	1,801
Rio Arriba	29.6	.0129	25.9	12.3	15.0	14.7	21.6	9.3	90,194	31,826	4,337	4,934	1,541	13,496	2,694
Roosevelt	15.6	.0068	26.6	23.3	13.2	12.0	26.9	5.7	49,010	13,051	4,948	6,751	1,153	8,527	1,310
San Juan	83.4	.0365	25.2	11.2	16.5	16.3	17.5	26.1	393,303	94,000	20,529	40,686	10,252	94,672	8,742
San Miguel	22.9	.0101	27.2	15.9	14.4	12.6	26.2	7.5	56,688	16,443	3,796	4,651	2,985	6,703	1,122
Santa Fe	76.9	.0336	29.0	12.8	17.0	16.1	23.7	27.3	373,695	69,830	37,595	38,582	20,077	61,692	14,570
Santa Fe	49.2	.0215	29.2	12.4	16.5	16.3	24.2	18.7	360,514	68,887	35,832	38,526	19,540	60,022	14,570
Sierra	8.6	.0038	50.4	6.7	11.1	12.2	50.6	3.8	22,994	9,536	1,961	1,030	389	1,091	796
Socorro	13.2	.0058	25.3	19.1	15.0	13.8	21.6	4.2	42,281	9,001	3,253	2,629	135	8,009	281
Taos	19.0	.0083	28.6	11.7	16.0	14.3	25.5	6.5	76,143	17,354	7,760	6,920	1,216	12,108	866
Torrance	7.7	.0033	32.9	10.3	12.8	13.7	33.6	2.7	37,600	3,417	1,492	507	34	13,958	466
Union	4.7	.0021	37.9	7.9	13.0	15.0	38.0	1.7	15,028	4,990	1,112	1,400	850	1,133	409
Valencia	62.6	.0274	26.4	12.3	17.7	15.6	19.2	19.9	218,568	64,055	10,874	12,237	4,179	46,600	8,314
TOTAL METRO COUNTIES	**562.5**	**.2461**	**27.5**	**15.2**	**17.9**	**16.4**	**20.1**	**199.0**	**2,482,253**	**462,657**	**196,740**	**321,007**	**178,074**	**557,702**	**70,896**
TOTAL STATE	**1,323.1**	**.5790**	**27.7**	**13.7**	**16.8**	**16.1**	**21.7**	**454.8**	**5,576,939**	**1,185,950**	**406,285**	**613,956**	**301,160**	**1,155,279**	**153,695**

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The El Paso Times El Paso Herald-Post

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N.M.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ALBUQUERQUE	**3,458,801**	**17,696**	**5.5**	**15.4**	**27.5**	**30.7**	**.2027**
Bernalillo	3,327,572	18,377	5.3	15.2	27.9	32.3	.1949
• Albuquerque	2,802,854	19,075	5.1	14.6	27.7	34.2	.1687
Sandoval	131,229	9,321	9.2	18.2	19.1	9.6	.0078
SUBURBAN TOTAL	655,947	13,812	6.9	18.0	26.4	19.4	.0340
LAS CRUCES	**581,719**	**15,023**	**7.5**	**17.7**	**26.5**	**23.6**	**.0349**
Dona Ana	581,719	15,023	7.5	17.7	26.5	23.6	.0349
• Las Cruces	318,912	17,157	6.0	15.2	27.0	29.2	.0220
SUBURBAN TOTAL	262,807	13,262	9.1	20.4	25.8	17.8	.0129
OTHER COUNTIES							
Catron	17,226	14,308	5.0	19.6	24.6	22.7	.0009
Chaves	384,734	16,504	6.4	14.8	24.7	29.4	.0228
Colfax	90,588	15,400	5.6	15.8	30.3	21.3	.0057
Curry	289,688	15,412	6.6	18.7	27.9	23.6	.0174
De Baca	16,871	11,757	9.0	16.3	24.8	15.7	.0009
Eddy	348,266	17,679	5.6	13.5	27.2	29.6	.0197
Grant	184,223	19,003	4.1	12.1	37.0	28.8	.0103
Guadalupe	19,348	9,290	9.6	17.8	18.7	10.2	.0018
Harding	6,111	13,625	8.0	17.2	29.9	14.6	.0003
Hidalgo	35,840	16,217	5.7	16.0	32.1	22.7	.0023
Lea	419,456	20,506	4.2	10.8	33.0	34.1	.0246
Lincoln	80,564	14,061	8.0	14.7	24.6	22.5	.0050
Los Alamos	218,561	31,669	1.5	4.8	21.9	67.3	.0092
Luna	93,161	13,481	7.9	18.0	23.0	21.7	.0057
McKinley	276,807	15,578	5.0	14.4	25.1	26.8	.0206
Mora	15,332	7,353	8.2	14.5	17.2	7.0	.0008
Otero	306,884	17,495	5.3	17.8	31.9	27.8	.0168
Quay	77,640	16,504	5.9	13.6	27.1	27.5	.0046
Rio Arriba	134,022	11,956	6.4	15.3	25.4	15.5	.0091
Roosevelt	93,486	12,816	7.3	17.0	25.0	17.8	.0054
San Juan	523,488	18,135	4.7	12.4	30.2	29.0	.0339
San Miguel	108,867	9,566	8.7	16.2	19.0	13.0	.0068
Santa Fe	573,612	17,053	5.4	15.7	26.7	29.9	.0341
Santa Fe	408,804	17,860	5.0	14.5	26.1	32.4	.0268
Sierra	50,977	9,590	10.4	17.9	17.4	12.6	.0029
Socorro	63,440	13,110	7.4	15.2	26.3	17.9	.0043
Taos	108,604	12,159	7.0	13.6	21.5	21.4	.0070
Torrance	30,438	8,088	9.6	16.1	17.4	7.3	.0026
Union	28,613	12,581	7.9	18.7	23.9	17.7	.0017
Valencia	446,682	20,868	4.3	10.9	28.2	37.9	.0246
TOTAL METRO COUNTIES	**4,040,520**	**17,262**	**5.9**	**15.8**	**27.1**	**29.6**	**.2376**
TOTAL STATE	**9,084,049**	**16,942**	**5.8**	**14.9**	**27.2**	**28.5**	**.5394**

NEW YORK

N.Y.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
ALBANY - SCHENECTADY - TROY	**796.0**	**.3483**	**32.0**	**13.1**	**14.7**	**16.2**	**29.5**	**290.5**
Albany	285.9	.1251	32.8	14.5	14.5	16.1	30.7	107.8
• Albany	100.6	.0440	33.5	18.5	13.1	13.0	35.0	41.6
Montgomery	53.2	.0232	37.1	10.6	12.1	15.9	36.3	19.9
Rensselaer	151.9	.0665	30.9	14.7	14.0	15.4	28.8	53.2
• Troy	56.2	.0246	30.1	19.9	12.7	12.7	31.0	20.8
Saratoga	156.1	.0683	29.1	11.7	16.8	16.4	23.7	53.3
Schenectady	148.9	.0652	33.8	11.4	14.4	16.9	31.5	56.3
• Schenectady	67.2	.0294	34.6	14.1	14.0	14.2	35.3	28.1
SUBURBAN TOTAL	572.0	.2503	31.7	11.4	15.2	17.3	27.7	200.0
BINGHAMTON	**300.9**	**.1318**	**31.4**	**11.8**	**16.0**	**16.6**	**27.6**	**107.4**
Broome	212.8	.0932	31.8	12.6	15.6	16.7	28.4	77.4
• Binghamton	55.2	.0242	37.0	12.4	12.9	15.2	36.8	22.5
Tioga	50.0	.0219	29.6	9.7	17.8	18.0	22.5	16.8
Susquehanna, Pa.	*38.1*	*.0167*	*31.6*	*10.3*	*16.0*	*14.5*	*30.0*	*13.2*
SUBURBAN TOTAL	245.7	.1076	30.5	11.7	16.7	16.9	25.6	84.9
BUFFALO	**1,233.3**	**.5398**	**31.8**	**12.4**	**14.7**	**17.3**	**27.9**	**447.2**
Erie	1,007.1	.4408	31.8	12.4	14.8	17.3	28.0	366.4
• Buffalo	350.4	.1533	33.3	14.2	13.7	15.2	32.5	141.5

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ALBANY - SCHENECTADY - TROY	**3,489,574**	**852,771**	**347,488**	**370,839**	**139,296**	**568,701**	**95,448**
Albany	1,492,606	326,733	168,586	166,071	72,068	238,335	28,526
• Albany	397,573	97,255	53,010	8,487	19,474	88,288	6,163
Montgomery	189,436	44,334	16,674	20,040	4,456	22,157	12,362
Rensselaer	429,227	139,387	35,073	33,345	11,742	45,714	14,219
• Troy	149,576	41,020	16,092	6,944	8,614	20,459	8,970
Saratoga	675,766	158,454	63,974	66,614	18,735	147,877	18,321
Schenectady	702,539	183,863	63,181	84,769	32,295	114,618	22,020
• Schenectady	267,187	53,905	28,894	20,705	16,938	55,385	12,003
SUBURBAN TOTAL	2,675,238	660,591	249,492	334,703	94,270	404,569	68,312
BINGHAMTON	**1,223,198**	**292,820**	**106,536**	**112,953**	**57,008**	**233,414**	**43,585**
Broome	1,003,878	228,420	92,442	106,056	52,108	185,665	37,393
• Binghamton	332,712	74,674	28,025	33,809	22,966	81,542	10,387
Tioga	126,451	38,910	6,124	5,751	1,909	25,921	4,293
Susquehanna, Pa.	*92,869*	*25,490*	*7,970*	*1,146*	*2,991*	*20,823*	*1,899*
SUBURBAN TOTAL	890,486	218,146	78,511	79,144	34,042	144,872	33,198
BUFFALO	**5,529,068**	**1,474,447**	**573,278**	**818,349**	**240,641**	**1,051,828**	**200,420**
Erie	4,547,393	1,233,847	467,585	678,018	206,609	861,848	166,146
• Buffalo	1,053,037	413,504	118,542	99,300	49,297	123,258	40,576

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*Source: Sales and Marketing Mgmt., Survey of Buying Power
**Source: Three Sigma '80

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S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Niagara	226.2	.0990	31.3	12.0	14.4	17.2	27.5	80.8	981,675	240,600	105,693	140,331	34,032	189,980	34,274
Niagara Falls	70.3	.0308	33.7	12.7	12.4	17.0	31.4	27.2	232,588	78,588	35,937	17,978	7,967	34,625	11,891
SUBURBAN TOTAL	882.9	.3865	31.2	11.6	15.0	18.1	26.2	305.7	4,476,031	1,060,943	454,736	719,049	191,344	928,570	159,844
ELMIRA	**97.4**	**.0426**	**31.4**	**11.9**	**14.4**	**16.5**	**28.4**	**34.8**	**384,083**	**102,877**	**31,183**	**62,145**	**14,424**	**63,155**	**14,242**
Chemung	97.4	.0426	31.4	11.9	14.4	16.5	28.4	34.8	384,083	102,877	31,183	62,145	14,424	63,155	14,242
• Elmira	35.0	.0153	31.4	16.1	13.1	13.5	31.7	13.1	190,626	65,293	12,318	24,021	7,333	30,535	9,355
SUBURBAN TOTAL	62.4	.0273	31.5	9.5	15.4	18.1	26.5	21.7	193,457	37,584	18,865	38,124	7,091	32,620	4,887
GLENS FALLS	**110.1**	**.0482**	**31.2**	**11.0**	**14.3**	**15.5**	**29.1**	**37.8**	**471,794**	**141,341**	**51,848**	**37,135**	**12,609**	**63,797**	**14,838**
Warren	55.2	.0241	31.6	10.6	14.1	15.7	29.6	19.7	328,417	87,117	42,941	33,239	11,334	49,575	9,621
• Glens Falls	15.8	.0069	31.4	10.1	10.7	15.5	30.7	6.1	142,349	38,286	11,540	19,751	5,952	26,843	7,262
Washington	54.9	.0241	30.8	11.4	14.5	15.3	28.6	18.1	143,377	54,224	8,907	3,896	1,275	14,222	5,217
SUBURBAN TOTAL	94.3	.0413	31.2	11.1	15.0	15.5	28.8	31.7	329,445	103,055	40,308	17,384	6,657	36,954	7,576
NASSAU - SUFFOLK	**2,611.5**	**1.1430**	**31.2**	**10.9**	**15.4**	**20.4**	**23.7**	**819.3**	**12,733,767**	**2,842,780**	**1,009,609**	**1,567,484**	**686,268**	**1,724,219**	**289,140**
Nassau	1,315.6	.5758	33.7	11.5	13.0	21.4	26.9	425.9	7,796,571	1,599,889	587,117	1,095,792	448,074	1,036,068	172,095
Freeport	38.2	.0167	33.6	11.9	15.0	18.8	29.2	13.0	130,089	24,643	12,146	2,241	5,743	31,340	2,802
Valley Stream	35.5	.0155	36.4	11.9	11.8	20.6	31.3	12.0	227,373	18,711	17,140	40,798	11,194	46,509	3,627
Suffolk	1,295.9	.5672	29.3	10.3	17.9	19.3	20.5	393.4	4,937,196	1,242,891	422,492	471,692	238,194	688,151	117,045
SUBURBAN TOTAL	2,611.5	1.1430	31.2	10.9	15.4	20.4	23.7	819.3	12,733,767	2,842,780	1,009,609	1,567,484	686,268	1,724,219	289,140
NEWBURGH - MIDDLETOWN	**262.8**	**.1150**	**30.6**	**11.9**	**16.0**	**16.1**	**26.8**	**85.8**	**1,110,763**	**349,168**	**86,052**	**128,240**	**43,296**	**155,959**	**26,653**
Orange	262.8	.1150	30.6	11.9	16.0	16.1	26.8	85.8	1,110,763	349,168	86,052	128,240	43,296	155,959	26,653
• Middletown	21.4	.0094	38.8	10.9	12.2	14.7	39.1	7.3	195,025	34,124	21,425	29,896	16,323	24,658	4,944
• Newburgh	23.3	.0102	32.5	10.9	14.0	15.1	31.4	8.8	159,842	46,883	11,882	7,783	10,928	38,019	2,779
SUBURBAN TOTAL	218.1	.0954	29.8	12.1	16.5	16.3	25.1	69.7	755,896	268,161	52,745	90,561	16,045	93,282	18,930
NEW YORK	**9,078.0**	**3.9727**	**33.3**	**12.1**	**16.8**	**17.0**	**30.2**	**3,511.7**	**31,829,889**	**8,138,803**	**3,625,117**	**4,167,084**	**1,757,469**	**3,146,245**	**814,104**
Bronx	1,144.9	.5010	31.6	13.0	17.1	15.3	29.0	422.9	2,362,342	875,462	157,417	205,888	119,432	251,227	71,187
Kings	2,201.8	.9636	31.5	12.7	16.2	15.6	28.7	823.8	4,560,002	1,439,527	361,377	563,362	257,896	373,831	136,808
New York (Manhattan)	1,430.0	.6258	34.6	12.6	20.1	17.2	31.9	712.6	9,250,914	1,598,637	1,706,535	1,481,902	624,431	251,533	228,018
• New York City	7,030.4	3.0768	33.2	12.5	17.0	16.3	30.6	2,795.1	21,838,109	5,662,973	2,776,014	2,924,882	1,225,446	1,546,246	615,265

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Audit Bureau of Circulations
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DAILY NEWS
The New York Times

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N.Y. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Putnam	78.7	.0344	30.4	8.4	19.3	17.9	23.2	25.1	259,744	69,791	18,619	15,240	7,200	52,203	5,366
Queens	1,897.1	.8302	35.5	12.0	15.9	16.9	33.7	718.9	4,700,340	1,410,688	484,776	523,779	188,663	538,284	153,474
Richmond	356.6	.1561	30.6	12.0	17.7	17.5	24.8	116.9	964,511	338,659	65,909	149,951	35,024	131,371	25,778
Rockland	262.1	.1147	30.2	9.6	17.8	21.5	20.0	79.4	1,015,830	298,699	77,919	124,418	43,792	173,931	22,971
Westchester	864.6	.3783	34.4	11.0	15.3	18.7	30.4	309.7	4,100,831	1,049,394	344,962	489,985	219,238	612,032	82,988
Mount Vernon	66.3	.0290	36.4	11.6	15.0	17.9	33.7	25.9	233,133	47,820	8,299	3,992	9,565	39,690	6,842
New Rochelle	70.5	.0309	35.3	11.6	15.2	18.1	32.2	26.0	341,147	57,728	35,743	33,172	18,344	78,155	7,499
White Plains	46.8	.0205	37.6	10.8	15.3	18.2	34.9	19.0	589,216	94,822	48,834	212,846	23,094	70,179	6,806
Yonkers	194.7	.0852	35.3	12.2	15.5	17.3	33.1	74.7	633,842	208,958	48,669	72,360	46,819	63,760	17,649
Bergen, N. J.	*842.2*	*.3686*	*35.0*	*11.3*	*14.9*	*19.3*	*30.6*	*302.4*	*4,615,375*	*1,057,946*	*407,603*	*612,559*	*261,793*	*761,833*	*87,514*
Teaneck Township	*38.8*	*.0170*	*36.7*	*12.4*	*13.2*	*18.7*	*33.4*	*13.2*	*82,032*	*34,194*	*8,139*	*1,717*	*2,363*	*5,029*	*1,867*
SUBURBAN TOTAL	2,047.6	.8959	33.8	10.8	15.6	19.3	28.9	716.6	9,991,780	2,475,830	849,103	1,242,202	532,023	1,599,999	198,839
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,558.4***	***7.2466***	***32.7***	***11.8***	***16.4***	***17.8***	***28.5***	***6,028.6***	***64,611,379***	***15,807,807***	***6,442,133***	***7,711,156***	***3,531,677***	***7,904,327***	***1,562,099***
POUGHKEEPSIE	**247.0**	**.1081**	**30.8**	**12.0**	**18.6**	**17.5**	**24.7**	**82.1**	**1,067,206**	**307,253**	**78,584**	**141,112**	**32,184**	**138,206**	**20,385**
Dutchess	247.0	.1081	30.8	12.0	18.6	17.5	24.7	82.1	1,067,206	307,253	78,584	141,112	32,184	138,206	20,385
• Poughkeepsie	29.6	.0130	34.7	11.8	14.8	16.2	33.4	12.7	198,263	48,275	24,021	6,345	5,439	22,468	3,578
SUBURBAN TOTAL	217.4	.0951	30.4	12.0	19.1	17.7	23.5	69.4	868,943	258,978	54,563	134,767	26,745	115,738	16,807
ROCHESTER	**972.0**	**.4254**	**30.3**	**13.3**	**16.5**	**16.2**	**26.1**	**346.0**	**4,454,078**	**1,043,933**	**381,479**	**499,015**	**187,512**	**868,184**	**143,773**
Livingston	57.2	.0250	28.6	16.1	15.1	15.1	25.2	18.5	192,069	52,954	17,651	14,097	6,636	23,629	7,440
Monroe	701.0	.3068	30.4	13.6	16.9	16.4	25.9	254.9	3,248,603	792,833	300,689	378,137	155,993	684,384	112,242
• Rochester	237.8	.1041	31.4	15.8	16.3	13.3	30.8	96.7	794,137	135,920	82,382	91,700	42,099	189,660	30,389
Ontario	89.6	.0392	30.4	12.6	15.2	15.8	27.3	30.8	449,062	91,432	39,671	82,831	13,581	72,227	12,688
Orleans	38.5	.0169	30.7	11.1	15.0	15.7	27.9	13.1	104,685	34,287	5,834	6,111	5,633	17,869	3,954
Wayne	85.7	.0375	30.3	10.5	16.7	15.8	26.3	28.7	459,659	72,427	17,634	17,839	5,669	70,075	7,449
SUBURBAN TOTAL	734.2	.3213	30.0	12.5	16.7	17.1	24.5	249.3	3,659,941	908,013	299,097	407,315	145,413	678,524	113,384
SYRACUSE	**642.4**	**.2812**	**29.4**	**14.3**	**15.4**	**16.2**	**25.2**	**226.1**	**2,855,282**	**785,645**	**277,131**	**262,144**	**133,235**	**547,142**	**141,874**
Madison	65.2	.0286	27.4	16.8	14.6	14.8	24.1	21.1	230,716	62,041	23,764	7,643	8,845	53,824	15,250
Onondaga	462.4	.2024	30.1	13.8	15.8	16.8	25.5	167.1	2,257,782	613,174	223,831	235,160	112,384	411,641	105,626
• Syracuse	168.1	.0736	31.0	18.2	14.3	13.4	31.0	68.5	668,147	236,886	62,879	35,999	45,416	147,846	17,804
Oswego	114.8	.0502	27.8	14.6	14.8	14.6	24.8	37.9	366,784	110,430	29,536	19,341	12,006	81,677	20,998
SUBURBAN TOTAL	474.3	.2076	28.9	12.9	15.9	17.1	23.2	157.6	2,187,133	548,759	214,252	226,145	87,819	399,296	124,070
UTICA - ROME	**318.6**	**.1395**	**31.8**	**12.1**	**14.6**	**16.1**	**29.2**	**112.2**	**1,283,296**	**342,460**	**127,122**	**139,453**	**46,513**	**194,486**	**63,766**
Herkimer	66.6	.0292	33.2	10.9	13.9	15.8	31.7	23.8	205,019	54,283	18,682	34,179	10,503	24,566	11,181
Oneida	252.0	.1103	31.4	12.4	14.7	16.2	28.6	88.4	1,078,277	288,177	108,440	105,274	36,010	169,920	52,585
• Rome	43.4	.0190	29.1	14.7	16.8	16.6	23.6	14.8	245,557	61,173	21,741	24,340	5,955	42,482	13,594
• Utica	74.5	.0326	34.6	13.2	13.5	14.5	34.9	29.7	321,406	114,909	29,569	20,560	14,637	19,061	16,353
SUBURBAN TOTAL	200.7	.0879	31.5	11.2	14.5	16.6	28.4	67.7	716,333	166,378	75,812	94,553	25,921	132,943	33,819
OTHER COUNTIES															
Allegany	52.0	.0228	26.9	19.0	12.7	13.5	26.3	16.8	114,665	31,546	7,782	10,607	3,595	25,203	3,469
Cattaraugus	85.9	.0376	30.6	12.1	13.3	15.6	28.6	29.6	296,726	75,000	30,169	41,586	8,116	47,924	12,194
Cayuga	80.1	.0350	31.3	11.8	14.2	15.5	29.2	27.2	308,386	82,819	20,074	28,751	7,116	66,017	14,183
Chautauqua	146.7	.0642	32.6	12.2	13.6	15.8	30.9	53.2	611,338	116,904	66,868	86,961	27,982	130,342	18,080
Jamestown	35.5	.0155	34.5	11.7	14.0	14.3	35.0	14.3	159,499	33,546	10,169	22,309	9,177	45,084	7,318
Chenango	49.6	.0217	31.4	9.8	14.9	16.0	28.6	17.1	177,673	48,710	11,819	5,816	7,719	34,482	4,706
Clinton	81.3	.0356	26.0	17.2	16.6	15.3	19.8	25.4	363,064	84,902	36,702	48,184	14,868	63,288	11,248
Columbia	60.0	.0263	34.4	9.7	14.2	15.4	33.7	21.7	204,535	60,319	13,640	14,606	6,213	29,732	3,479
Cortland	49.0	.0214	27.9	18.1	14.8	14.1	25.4	16.5	221,052	60,241	13,308	30,046	9,355	44,351	9,537
Delaware	47.1	.0206	32.8	12.3	13.2	15.3	31.8	16.7	162,833	47,993	8,196	7,674	3,978	25,381	6,962
Essex	36.2	.0158	32.6	9.5	14.3	15.7	30.9	13.1	138,788	40,747	16,956	3,875	1,583	17,766	3,019
Franklin	45.0	.0197	30.5	11.9	13.1	15.2	28.9	15.3	150,001	51,898	11,674	10,642	4,375	18,067	6,747
Fulton	55.4	.0243	34.4	10.5	13.2	15.3	34.0	20.5	196,353	45,173	14,023	14,865	4,929	43,437	11,921
Genesee	59.4	.0260	30.6	11.0	15.3	16.1	27.2	20.3	252,469	56,598	24,244	36,144	8,287	51,561	9,661
Greene	41.4	.0181	34.9	10.4	13.0	15.1	34.7	15.3	170,212	59,704	13,460	9,485	3,443	33,028	4,545
Hamilton	5.1	.0022	38.2	8.1	13.0	14.8	38.4	1.9	15,483	3,943	2,712	1,193	125	1,766	133
Jefferson	88.1	.0385	31.3	11.1	13.4	15.2	29.8	31.1	369,819	80,504	31,378	40,124	12,157	77,996	18,744
Lewis	25.1	.0110	29.3	9.9	13.7	15.0	27.2	8.2	65,607	13,787	7,256	4,432	582	13,574	3,358
Otsego	59.3	.0260	30.6	18.1	12.8	14.2	30.3	20.5	256,477	64,639	24,862	25,335	3,607	51,675	10,826
St. Lawrence	114.3	.0500	27.3	16.7	13.3	14.9	24.9	36.2	434,762	129,537	34,336	29,818	17,411	72,647	24,506
Schoharie	30.0	.0131	30.2	16.0	12.3	14.7	29.4	9.9	92,437	27,141	6,421	6,297	2,427	18,623	462
Schuyler	17.8	.0078	31.2	10.1	14.9	15.8	28.5	6.1	36,885	12,092	2,377	1,770	990	7,058	1,403
Seneca	33.8	.0148	31.5	12.0	15.2	16.6	28.1	11.5	93,069	29,045	9,460	4,801	4,474	12,645	7,782
Steuben	99.2	.0434	31.2	11.1	14.4	15.9	28.7	35.5	396,456	92,012	34,348	42,863	12,475	75,525	13,893
Sullivan	66.0	.0288	33.0	12.0	14.3	15.5	31.7	23.6	249,661	70,496	24,619	11,918	4,684	34,551	6,661
Tompkins	87.8	.0385	24.8	27.3	17.0	12.5	19.7	30.2	357,135	92,487	39,851	39,189	10,116	53,286	16,071
Ulster	159.3	.0697	31.6	12.9	15.7	16.3	28.4	56.9	731,949	199,531	73,409	63,471	13,046	125,918	14,917
Wyoming	40.1	.0176	30.5	10.8	16.1	15.6	27.2	13.0	126,301	47,020	10,902	5,977	2,839	21,389	4,807
Yates	21.6	.0094	32.6	11.4	12.8	15.2	31.7	7.9	67,215	20,045	6,083	2,160	1,441	13,101	1,305
TOTAL METRO COUNTIES	**15,789.7**	**6.9103**	**32.2**	**12.2**	**16.2**	**17.3**	**28.2**	**5,785.3**	**61,723,754**	**15,590,862**	**6,279,854**	**7,692,248**	**3,085,671**	**7,971,675**	**1,778,815**
TOTAL STATE	**17,526.3**	**7.6702**	**32.1**	**12.3**	**16.1**	**17.1**	**28.2**	**6,386.5**	**68,385,105**	**17,335,695**	**6,876,783**	**8,320,838**	**3,283,604**	**9,182,008**	**2,023,434**

If the *Survey of Buying Power* is important to your work, you owe it to yourself to see and evaluate the new 1981 *Survey of Buying Power* DATA SERVICE. For more information, see the brochure in this magazine.

ALBANY, N.Y. . . .

Best Test Market in the U.S.A.?

Albany, N.Y. is the test market that is selected time and again by such firms as Borden, Kraft and Scott Paper. Why? Compare the numbers!

	U.S. Average	Alb.-Schen.-Troy SMSA
Avg. Household EBI*	$22,151	$22,409
Retail Sales/Household*	$11,792	$12,012
Avg. Household Size	2.79	2.74

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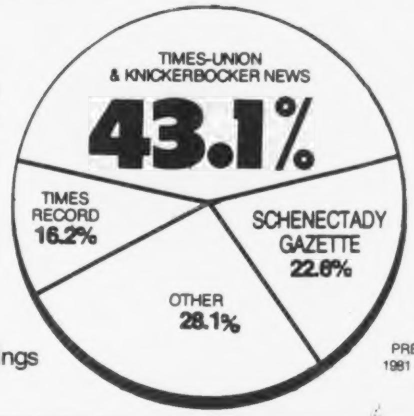

SOURCES:
THREE SIGMA
ABC AUDIT 9/80
CIRCULATION 80/81
PRELIMINARY FIGURES
1981 S&MM SURVEY OF
BUYING POWER

Capital Newspapers
Albany, N.Y.

TIMES-UNION Mornings KNICKERBOCKER NEWS Evenings
SUNDAY TIMES-UNION

N.Y.
S&MM ESTIMATES — $$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALBANY - SCHENECTADY - TROY	**6,509,882**	**19,773**	**4.5**	**13.5**	**30.6**	**34.0**	**.3575**
Albany	2,715,191	21,427	4.1	11.9	27.6	40.1	.1462
• Albany	919,792	17,637	5.4	14.8	26.4	31.2	0465
Montgomery	336,473	15,489	6.2	18.1	33.0	18.8	.0198
Rensselaer	1,119,158	19,183	4.7	13.6	31.3	31.9	.0575
• Troy	374,269	15,662	6.2	16.2	29.4	22.7	.0199
Saratoga	1,037,127	18,351	4.8	15.5	36.7	25.6	.0632
Schenectady	1,301,933	20,888	4.3	13.1	29.2	37.7	.0708
• Schenectady	541,535	17,117	5.4	16.4	30.2	26.9	.0291
SUBURBAN TOTAL	4,674,286	20,916	4.0	12.6	31.6	36.8	.2620

Complete Your New York METRO MARKET with

D.A.M.N.*
*** THE NEWS TIMES** Danbury-Connecticut (Fairfield County)
*** TIMES HERALD-RECORD** Middletown, New York (Orange County plus Sullivan-Ulster)

	Times Herald-Record	News-Times	Total Unit
DAILY	66,988	39,500	106,488
SUNDAY	72,908	42,714	115,622

SOURCE: ABC AUDIT REPORT – DECEMBER 31, 1980

The D.A.M.N.* unit was created with two of the fastest growing ABC newspapers in the New York City metro to offer advertisers the convenience of a unit buy at a discount rate. See our SRDS listings at the beginning of Connecticut and New York States and the individual listings by state. Phone National Ad Director B. William Cangi at (914) 343-2181 or contact Branham Newspaper Sales.

For complete analysis, see D.A.M.N. Group (Danbury and Middletown Newspapers) data in Connecticut Section "C."

in bergen **new jersey's richest county there is only one significant print medium...**

Five issue target group coverage in Bergen County, N.J.

	College Educated	Have Children	Working Women	Personal Income $25,000+
The Record	74%	74%	66%	74%
The N.Y. Times	45%	34%	31%	48%

The Record
New Jersey's Largest Evening Newspaper

Source The Scarborough Report, 1980

N.Y. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BINGHAMTON	**2,001,303**	**17,093**	**5.6**	**15.8**	**33.6**	**23.8**	**.1195**
Broome	1,472,946	17,562	5.3	15.0	34.1	24.9	.0904
• Binghamton	409,912	15,412	6.2	16.1	28.8	22.6	.0265
Tioga	331,467	18,580	5.2	14.8	33.1	28.6	.0176
Susquehanna, Pa.	*196,890*	*13,326*	*7.7*	*22.3*	*31.2*	*11.4*	*.0115*
SUBURBAN TOTAL	1,591,391	17,471	5.4	15.8	34.8	24.2	.0930
BUFFALO	**9,761,253**	**19,118**	**4.4**	**13.1**	**33.8**	**30.3**	**.5489**
Erie	8,262,157	19,633	4.4	12.3	32.7	32.3	.4572
• Buffalo	2,497,342	15,140	6.3	16.1	30.6	19.8	.1322
Niagara	1,499,096	17,304	4.5	16.3	38.6	21.5	.0917
Niagara Falls	448,620	15,597	5.6	17.6	36.4	16.3	.0257
SUBURBAN TOTAL	7,263,911	20,798	3.5	11.7	35.2	35.2	.4167

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
ELMIRA	**671,342**	**17,309**	**5.3**	**15.3**	**32.7**	**25.2**	**.0389**
Chemung	671,342	17,309	5.3	15.3	32.7	25.2	.0389
• Elmira	213,689	13,933	7.3	16.8	30.5	15.8	.0149
SUBURBAN TOTAL	457,653	19,433	4.1	14.4	33.9	30.9	.0240
GLENS FALLS	**703,302**	**16,621**	**5.9**	**16.5**	**32.6**	**23.3**	**.0436**
Warren	370,907	16,359	5.9	16.5	31.3	23.7	.0252
• Glens Falls	110,074	15,833	5.0	17.4	30.9	22.1	.0088
Washington	332,395	16,900	5.9	16.4	34.0	22.8	.0184
SUBURBAN TOTAL	593,228	16,763	6.1	16.3	32.8	23.5	.0348
NASSAU - SUFFOLK	**25,785,605**	**27,693**	**2.3**	**7.0**	**23.6**	**58.0**	**1.3348**
Nassau	15,002,623	30,548	2.0	5.9	19.7	64.5	.7708
Freeport	383,922	26,003	3.1	8.9	24.0	52.3	.0180

SCHENECTADY GAZETTE LEADS IN 3 out of 5 METRO COUNTIES

ON THE GROW in the Albany-Schenectady-Troy Metro area, upstate New York's third largest market, the Schenectady Gazette is the daily circulation leader* in these strategic Metro area counties:

METRO AREA COUNTY	CIRCULATION SCHENECTADY GAZETTE	CIRCULATION ALBANY TU & KN
Albany	4,651	84,356
Schenectady	**43,230**	**8,717**
Saratoga	**12,367**	**8,350**
Rensselaer	167	16,643
Montgomery	**3,962**	**541**

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Schenectady, New York 12301
Phone (518) 374-4141
Represented by C.W.O. & O.
SOURCE: ABC Audit Reports 9/30/80

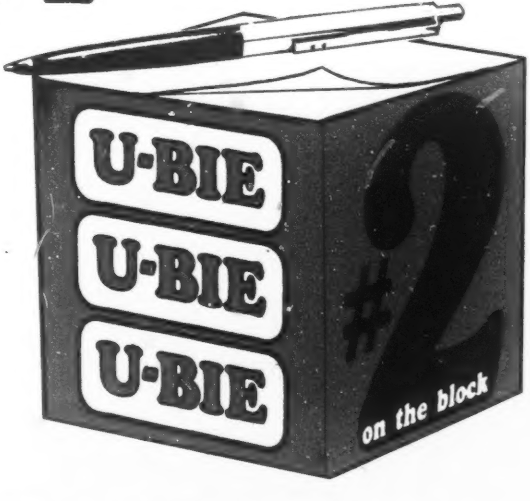
*Albany-Schenectady-Troy Daily Newspapers

We're Number 2 on the block.

Second Largest Upstate New York Market

Second in population, households retail sales, food sales, drug sales and eating/drinking sales*

*Source: Sales and Marketing Management, 1981 Survey of Buying Power.



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216,809 Circulation (ABC) 90% home delivered.
51.2% Market area coverage

Utica Press & Observer Dispatch • Binghamton Press & Sun-Bulletin • Ithaca Journal • Elmira Star Gazette

N.Y. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Valley Stream	351,869	27,516	2.2	7.2	24.0	57.8	.0199
Suffolk	10,782,982	25,290	2.7	8.1	27.9	51.0	.5640
SUBURBAN TOTAL	25,785,605	27,693	2.3	7.0	23.6	58.0	1.3348
NEWBURGH - MIDDLETOWN	**1,802,749**	**18,795**	**4.8**	**14.1**	**32.5**	**29.8**	**.1072**
Orange	1,802,749	18,795	4.8	14.1	32.5	29.8	.1072
• Middletown	131,543	15,130	6.0	17.2	28.2	22.2	0116
• Newburgh	146,098	13,517	7.6	18.0	28.3	16.2	.0110
SUBURBAN TOTAL	1,525,108	19,837	4.3	13.3	33.6	32.3	.0846
NEW YORK	**82,157,498**	**19,092**	**5.0**	**13.8**	**26.9**	**34.6**	**4.0476**
Bronx	7,112,721	14,130	7.1	17.8	27.4	19.6	.3696
Kings	14,574,961	15,060	6.5	17.2	28.1	22.1	.7362
New York (Manhattan)	18,312,841	17,919	5.4	14.7	24.7	33.6	.9172

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You Need The
20,2000 ABC
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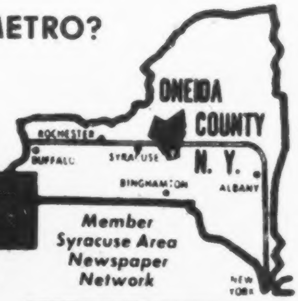

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SPOT AND FULL COLOR AVAILABLE

ROME, N. Y.

Home of Griffiss A.F.B.
(Annual Payroll NOW OVER $135 MILLION)

Per Household Income
NOW OVER $18,148

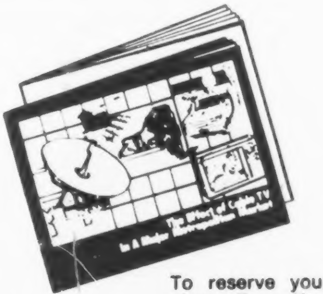
Rome and Area Retail Sales
NOW OVER $200 MILLION
(Utica-Rome 93rd Ranked Metro)

N.Y. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• New York City	58,945,252	17,254	5.7	15.3	28.1	28.9	2.9183
Putnam	551,452	21,035	3.0	11.1	36.3	34.9	.0302
Queens	15,400,005	20,654	4.0	12.8	30.7	36.5	.7639
Richmond	2,544,724	20,469	3.7	12.4	36.0	33.5	.1313
Rockland	2,416,930	27,874	2.5	6.9	21.8	58.9	.1212
Westchester	10,619,178	27,793	2.8	8.0	21.3	56.4	.4956
Mount Vernon	618,417	20,705	4.4	12.9	27.7	38.1	.0301
New Rochelle	839,664	25,517	3.7	9.4	22.0	51.1	.0399
White Plains	578,907	24,527	3.5	11.1	23.2	48.8	.0384
Yonkers	2,000,268	23,986	3.0	9.2	26.4	47.1	.0919
Bergen, N. J.	*9,624,686*	*28,298*	*2.4*	*7.3*	*22.3*	*59.0*	*.4824*
Teaneck Township	*485,041*	*32,183*	*2.2*	*6.9*	*18.2*	*64.8*	*.0193*
SUBURBAN TOTAL	23,212,246	27,701	2.6	7.7	22.3	57.0	1.1293
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***155,915,773***	***21,887***	***4.2***	***11.7***	***25.8***	***42.0***	***7.7535***
POUGHKEEPSIE	**1,691,930**	**19,066**	**4.9**	**14.5**	**34.5**	**29.4**	**.1014**
Dutchess	1,691,930	19,066	4.9	14.5	34.5	29.4	.1014
• Poughkeepsie	230,245	15,266	6.3	16.5	28.7	22.2	.0151
SUBURBAN TOTAL	1,461,685	19,605	4.6	14.1	35.7	30.6	.0863
ROCHESTER	**8,841,176**	**23,284**	**3.8**	**10.7**	**26.4**	**45.1**	**.4673**
Livingston	342,661	17,268	5.4	16.9	37.1	21.6	.0205
Monroe	7,015,134	25,416	3.3	9.2	23.7	51.2	.3556
• Rochester	2,043,420	18,806	5.0	13.8	28.4	32.6	.1018
Ontario	599,925	17,984	5.1	15.4	34.5	26.1	.0383
Orleans	254,654	17,891	4.9	14.8	33.0	26.8	.0137
Wayne	628,802	20,596	4.4	12.7	32.1	34.7	.0392
SUBURBAN TOTAL	6,797,756	24,960	3.3	9.5	25.6	49.8	.3655
SYRACUSE	**5,355,085**	**21,008**	**4.2**	**12.1**	**29.7**	**38.0**	**.2925**
Madison	449,042	19,513	4.5	14.3	33.0	31.5	.0252
Onondaga	4,129,829	21,799	4.2	11.6	28.4	40.6	.2245
• Syracuse	1,393,954	16,696	6.1	15.6	28.7	26.7	.0739
Oswego	776,214	18,989	4.4	13.1	33.5	29.9	.0428
SUBURBAN TOTAL	3,961,131	22,808	3.4	10.6	30.1	42.9	.2186
UTICA - ROME	**2,214,511**	**17,797**	**5.1**	**15.6**	**32.8**	**27.1**	**.1287**
Herkimer	408,794	16,217	5.9	17.4	36.1	18.8	.0234
Oneida	1,805,717	18,310	4.8	15.1	32.0	29.4	.1053
• Rome	307,192	17,673	5.4	18.2	32.3	27.9	.0199
• Utica	513,045	15,401	6.1	16.3	30.3	21.0	.0306
SUBURBAN TOTAL	1,394,274	18,800	4.5	14.7	34.1	29.6	.0782
OTHER COUNTIES							
Allegany	266,538	13,750	7.4	19.5	31.3	13.7	.0155
Cattaraugus	529,124	15,973	5.8	17.0	34.1	19.7	.0313
Cayuga	519,457	17,467	5.3	14.8	33.6	24.9	.0309
Chautauqua	966,456	16,451	5.3	15.7	33.6	21.7	.0585
Jamestown	251,050	15,820	6.0	15.3	32.1	20.7	.0150
Chenango	337,362	17,789	5.1	15.7	34.2	26.2	.0191
Clinton	537,373	17,737	5.1	16.3	31.2	28.8	.0333
Columbia	459,578	17,457	5.8	15.2	31.2	27.1	.0243
Cortland	339,275	18,113	4.9	15.7	29.2	30.8	.0205
Delaware	295,664	15,502	5.8	18.5	31.5	20.5	.0173
Essex	224,470	15,002	6.6	19.9	32.3	17.7	.0136
Franklin	231,326	13,216	7.5	18.7	29.5	13.9	.0150
Fulton	332,720	14,739	6.7	19.1	33.6	15.4	.0201
Genesee	410,408	18,990	4.7	14.1	36.2	28.6	.0243
Greene	255,535	14,947	6.4	17.8	32.1	17.6	.0161
Hamilton	29,223	13,705	8.3	19.7	28.4	16.1	.0017
Jefferson	590,634	17,187	5.9	15.4	31.2	26.0	.0354
Lewis	141,717	15,671	5.5	18.2	34.5	18.1	.0081
Otsego	343,553	14,349	6.8	20.4	31.1	16.3	.0226
St. Lawrence	681,696	16,428	5.4	16.6	33.9	21.7	.0423
Schoharie	166,930	14,763	7.2	17.8	31.7	17.4	.0101
Schuyler	108,231	15,826	6.1	18.7	34.4	19.3	.0057
Seneca	244,853	19,807	4.2	12.9	34.4	32.0	.0125
Steuben	715,172	18,367	4.9	14.6	31.1	29.9	.0407
Sullivan	442,519	15,828	6.1	16.3	30.6	22.2	.0257
Tompkins	682,201	18,809	5.3	15.3	30.5	31.3	.0376
Ulster	1,062,827	16,872	5.3	15.6	32.3	24.2	.0659
Wyoming	274,490	19,452	4.6	14.6	32.6	31.5	.0150
Yates	132,636	14,991	6.4	19.5	33.6	16.4	.0077
TOTAL METRO COUNTIES	**137,674,060**	**20,103**	**4.6**	**12.9**	**28.0**	**36.4**	**7.0940**
TOTAL STATE	**148,996,028**	**19,708**	**4.7**	**13.3**	**28.4**	**35.2**	**7.7648**



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Source: Belden CMS 1980

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NORTH CAROLINA

N.C. [illegible] ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ASHEVILLE	**178.9**	**.0784**	**34.2**	**11.4**	**15.9**	**17.2**	**31.5**	**67.3**	**738,191**	**166,099**	**57,938**	**103,629**	**25,626**	**135,899**	**32,641**
Buncombe	162.1	.0710	34.3	10.8	16.2	17.5	31.3	61.4	708,668	156,093	55,723	101,292	25,175	129,811	31,270
• Asheville	52.9	.0232	37.9	9.7	14.1	16.7	36.5	21.7	445,068	61,801	41,579	95,572	13,688	86,501	24,959
Madison	16.8	.0074	33.1	17.3	13.9	14.2	33.1	5.9	29,523	10,006	2,215	2,337	451	6,088	1,371
SUBURBAN TOTAL	126.0	.0552	33.1	12.1	16.8	17.4	29.4	45.6	293,123	104,298	16,359	8,057	11,938	49,398	7,682
BURLINGTON	**99.1**	**.0434**	**32.0**	**13.0**	**16.5**	**18.7**	**26.4**	**36.4**	**400,855**	**95,497**	**28,094**	**47,781**	**19,199**	**80,581**	**17,952**
Alamance	99.1	.0434	32.0	13.0	16.5	18.7	26.4	36.4	400,855	95,497	28,094	47,781	19,199	80,581	17,952
• Burlington	37.3	.0163	33.2	11.8	15.8	19.5	27.8	14.6	269,768	52,708	21,190	45,098	13,433	45,225	15,210
SUBURBAN TOTAL	61.8	.0271	31.3	13.7	17.0	18.2	25.4	21.8	131,087	42,789	6,904	2,683	5,766	35,356	2,742
CHARLOTTE - GASTONIA	**642.8**	**.2814**	**30.0**	**12.6**	**18.4**	**18.3**	**22.5**	**231.0**	**2,864,641**	**661,784**	**221,856**	**392,351**	**130,331**	**643,779**	**114,763**
Gaston	163.3	.0715	30.6	12.3	17.0	18.0	24.5	57.2	606,965	169,108	37,906	86,267	21,220	140,354	24,432
• Gastonia	47.2	.0207	31.9	11.2	15.7	18.5	26.7	17.2	408,657	76,129	31,223	68,541	12,603	117,786	13,019
Mecklenburg	407.9	.1785	29.8	12.7	19.3	18.7	21.3	150.3	2,050,861	441,743	170,958	296,541	95,831	453,603	80,991
• Charlotte	317.7	.1390	29.9	13.6	19.1	17.5	22.7	119.8	1,403,934	274,583	130,472	203,716	83,767	310,534	65,500
Union	71.6	.0314	29.5	12.9	17.3	16.3	24.2	23.5	206,815	50,933	12,992	9,543	13,280	49,822	9,340
SUBURBAN TOTAL	277.9	.1217	29.7	11.8	18.2	19.1	21.4	94.0	1,052,050	311,072	60,161	120,094	33,961	215,459	36,244
FAYETTEVILLE	**250.4**	**.1096**	**23.2**	**22.4**	**18.4**	**14.4**	**11.6**	**76.9**	**824,500**	**169,785**	**64,918**	**149,334**	**49,017**	**156,026**	**15,396**
Cumberland	250.4	.1096	23.2	22.4	18.4	14.4	11.6	76.9	824,500	169,785	64,918	149,334	49,017	156,026	15,396
• Fayetteville	60.1	.0263	27.5	13.0	15.0	17.6	21.2	22.3	536,713	95,022	45,786	125,959	19,360	84,165	13,017
SUBURBAN TOTAL	190.3	.0833	22.6	25.3	19.4	13.4	8.5	54.6	287,787	74,763	19,132	23,375	29,657	71,861	2,379
GREENSBORO - WINSTON-SALEM - HIGH POINT	**834.2**	**.3649**	**31.0**	**13.0**	**17.8**	**18.3**	**24.6**	**305.0**	**3,532,448**	**737,858**	**282,720**	**437,232**	**200,793**	**737,952**	**145,650**
Davidson	114.4	.0500	31.4	11.5	18.1	18.8	24.6	40.9	327,869	72,232	23,651	15,164	23,930	70,131	13,923
Forsyth	245.5	.1074	30.9	13.2	17.8	18.6	24.1	92.1	1,147,065	233,741	90,862	149,828	58,498	252,446	50,975
• Winston-Salem	131.4	.0575	30.9	14.8	16.3	17.5	25.8	50.6	930,815	176,715	76,514	143,710	46,609	203,657	38,914

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1981 S&MM Survey of Buying Power

Nationally Marketed by **LANDON ASSOCIATES, INC.**

N.C. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Guilford	318.9	.1395	30.4	14.2	17.5	18.1	23.9	116.3	1,680,492	334,109	146,075	255,563	101,551	336,692	64,393
• Greensboro	156.3	.0684	29.3	16.9	17.8	17.3	22.5	56.9	1,137,425	210,095	112,713	206,644	32,722	235,906	43,829
• High Point	64.1	.0281	31.8	12.1	17.0	16.1	28.4	24.1	443,268	89,780	28,864	48,140	65,365	91,280	14,981
Randolph	92.9	.0407	31.6	11.7	18.2	18.1	25.8	33.7	243,406	54,460	14,459	13,424	12,966	44,465	10,441
Stokes	33.8	.0148	31.6	11.1	17.8	16.9	26.9	11.6	47,078	14,195	3,195	487	885	11,170	2,685
Yadkin	28.7	.0125	34.0	10.9	16.7	18.2	30.1	10.4	86,538	29,121	4,478	2,766	2,963	23,048	3,233
SUBURBAN TOTAL	482.4	.2109	31.5	11.4	18.2	19.1	24.5	173.4	1,020,940	261,268	64,629	38,738	56,097	207,109	47,926
HICKORY	**131.5**	**.0575**	**30.5**	**12.5**	**18.2**	**18.1**	**23.6**	**46.9**	**565,635**	**119,708**	**43,271**	**68,328**	**25,008**	**108,506**	**15,145**
Alexander	25.4	.0111	30.4	12.0	18.7	17.2	24.2	8.8	46,657	12,329	3,998	1,655	910	6,728	2,508
Catawba	106.1	.0464	30.5	12.6	18.3	18.3	23.4	38.1	518,978	107,379	39,273	66,673	24,098	101,778	12,637
• Hickory	20.5	.0090	28.9	14.9	12.4	17.8	24.6	7.7	233,089	51,295	21,033	28,850	13,907	40,031	6,883
SUBURBAN TOTAL	111.0	.0485	30.6	12.0	19.3	18.2	23.5	39.2	332,546	68,413	22,238	39,478	11,101	68,475	8,262
JACKSONVILLE	**113.8**	**.0498**	**22.1**	**33.8**	**16.6**	**11.5**	**8.1**	**31.0**	**291,040**	**49,975**	**27,432**	**31,364**	**22,054**	**84,560**	**6,564**
Onslow	113.8	.0498	22.1	33.8	16.6	11.5	8.1	31.0	291,040	49,975	27,432	31,364	22,054	84,560	6,564
• Jacksonville	17.2	.0075	22.8	17.4	14.7	18.3	11.6	6.3	172,227	26,605	15,045	27,618	14,816	36,175	5,707
SUBURBAN TOTAL	96.6	.0423	22.1	36.7	16.9	10.3	7.4	24.7	118,813	23,370	12,387	3,746	7,238	48,385	857
RALEIGH - DURHAM	**538.8**	**.2358**	**28.4**	**18.2**	**18.7**	**16.3**	**21.4**	**194.8**	**2,216,346**	**507,573**	**202,599**	**322,647**	**93,781**	**400,335**	**55,813**
Durham	154.2	.0675	29.8	16.7	17.5	16.0	24.8	56.9	625,569	146,338	48,593	106,500	27,384	114,686	18,684
• Durham	101.0	.0442	30.0	18.6	16.0	14.9	27.0	38.3	546,368	129,639	45,063	99,448	22,187	84,986	17,569
Orange	78.4	.0343	25.0	27.9	19.1	13.1	17.8	28.0	223,994	55,941	26,851	19,226	11,457	19,320	8,335
Wake	306.2	.1340	28.7	16.4	19.2	17.2	20.7	109.9	1,366,783	305,294	127,155	196,921	54,940	266,329	28,794
• Raleigh	151.7	.0664	28.6	20.1	18.0	16.6	21.8	55.6	845,170	134,559	76,887	125,112	31,441	187,733	17,111
SUBURBAN TOTAL	286.1	.1252	27.9	17.0	19.9	16.6	19.3	100.9	824,808	243,375	80,649	98,087	40,153	127,616	21,133
SALISBURY - CONCORD	**186.6**	**.0816**	**33.4**	**11.5**	**15.5**	**18.2**	**29.3**	**67.3**	**622,151**	**152,632**	**42,294**	**55,828**	**34,662**	**130,134**	**26,311**
Cabarrus	86.7	.0379	32.9	11.3	15.9	18.3	28.4	31.2	311,889	65,969	19,424	33,975	21,901	77,306	13,327
• Concord	16.6	.0073	34.7	13.7	13.1	17.1	32.5	6.4	160,207	38,402	10,518	9,566	8,677	43,888	8,109
Kannapolis	28.9	.0126	33.3	10.5	16.4	17.9	29.3	11.2	136,574	27,809	8,682	18,671	10,344	31,484	5,362
Rowan	99.9	.0437	33.8	11.7	15.2	18.2	30.0	36.6	310,262	86,663	22,870	21,853	12,761	52,828	12,984
• Salisbury	22.7	.0099	36.3	15.4	12.2	16.5	35.0	8.3	236,794	52,355	19,589	19,956	9,012	47,845	11,192
SUBURBAN TOTAL	147.3	.0644	33.0	10.7	16.3	18.6	28.1	53.1	225,150	61,875	12,187	26,306	16,973	38,401	7,010
WILMINGTON	**141.5**	**.0619**	**30.3**	**12.5**	**16.3**	**16.7**	**25.6**	**51.5**	**576,403**	**150,114**	**50,187**	**80,679**	**25,287**	**98,461**	**19,965**
Brunswick	36.6	.0160	29.5	11.4	15.2	15.7	25.9	12.9	84,736	38,387	5,669	6,012	1,752	6,743	3,258
New Hanover	104.9	.0459	30.5	12.9	16.7	17.0	25.5	38.6	491,667	111,727	44,518	74,667	23,535	91,718	16,707
• Wilmington	43.6	.0191	31.8	13.3	14.4	15.4	29.9	17.3	342,086	56,861	30,438	44,170	18,285	75,202	15,993
SUBURBAN TOTAL	97.9	.0428	29.7	12.1	17.1	17.3	23.7	34.2	234,317	93,253	19,749	36,509	7,002	23,259	3,972

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•Rankings
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40 ADI
58 NEWSPAPER MARKET
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•Unemployment
4.1% RALEIGH/DURHAM
6.0% NORTH CAROLINA
7.0% UNITED STATES
April '81 Employment Security Commission of N.C.

The News and Observer • THE RALEIGH TIMES
Durham Morning Herald • The DURHAM SUN

With one rate/one bill via Branham
NEWSPAPER SALES

N.C. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Alleghany	9.7	.0043	34.8	10.2	15.6	16.5	33.2	3.7	26,493	8,832	1,512	716	74	3,489	1,085
Anson	25.7	.0112	32.1	10.9	12.7	15.2	31.2	8.5	50,650	17,904	3,383	2,305	2,702	9,949	2,393
Ashe	22.5	.0099	33.9	10.3	15.9	16.3	31.9	8.2	76,449	17,218	2,337	5,236	4,238	20,270	2,394
Avery	14.5	.0063	30.2	16.1	16.0	14.9	27.4	4.9	42,466	10,644	2,317	439	951	9,055	869
Beaufort	40.6	.0178	32.2	10.4	14.1	15.7	30.4	14.5	179,801	46,842	7,214	12,287	7,552	46,469	5,155
Bertie	21.0	.0092	32.4	9.6	11.9	16.1	30.8	7.0	36,439	12,978	1,113	1,035	911	12,364	1,100
Bladen	30.7	.0134	30.5	11.3	13.8	15.8	28.0	10.3	64,670	20,457	2,307	4,370	2,229	15,123	2,759
Burke	73.4	.0321	30.9	11.9	18.6	17.9	24.6	26.0	178,864	51,260	10,847	12,691	9,800	26,769	9,110
Caldwell	68.5	.0300	29.8	12.3	18.4	17.5	22.9	23.9	223,132	57,186	10,871	16,605	10,856	67,764	5,570
Camden	5.9	.0026	32.8	10.2	14.7	16.3	30.5	2.0	5,690	1,182	15	52	48	118	
Carteret	41.7	.0183	31.1	12.4	15.4	16.8	27.2	15.6	159,319	49,818	18,914	14,268	8,376	17,127	5,733
Caswell	20.8	.0091	30.5	12.6	16.1	15.8	26.9	6.6	23,813	7,651	342	2,742	364	5,860	1,100
Chatham	33.7	.0147	31.9	12.6	16.5	17.3	27.6	12.3	72,081	17,967	3,511	3,341	3,622	18,866	2,540
Cherokee	19.1	.0084	33.6	10.5	15.5	16.1	31.7	7.0	61,830	20,859	1,910	7,170	2,138	7,991	2,819
Chowan	12.7	.0056	32.1	10.9	12.8	16.4	29.9	4.5	34,006	11,594	875	2,537	1,347	5,526	2,355
Clay	6.7	.0029	36.1	9.7	13.3	15.8	35.5	2.6	18,300	3,808	620	174	409	5,237	1,803
Cleveland	84.1	.0368	30.4	12.6	16.8	16.8	25.4	29.0	272,438	67,242	19,119	34,832	11,741	50,367	12,440
Columbus	51.4	.0225	29.9	11.4	15.0	16.6	25.8	17.6	172,226	35,266	7,474	20,945	5,344	41,278	6,172
Craven	71.6	.0313	24.6	18.9	15.8	14.7	18.3	24.0	255,075	57,196	15,866	28,429	14,980	55,899	6,030
☐ Currituck	11.4	.0050	35.0	9.0	12.8	15.5	34.5	4.1	20,427	6,068	935	1,561	427	378	37
Dare	13.9	.0061	35.5	10.7	14.1	15.3	35.2	5.6	97,031	33,326	17,902	3,850	5,603	4,684	988
Davie	25.0	.0110	32.7	10.6	16.7	18.0	28.1	8.8	60,372	12,339	3,108	1,977	7,072	10,588	2,256
Duplin	41.1	.0180	31.4	11.0	14.7	16.8	28.0	14.2	122,713	38,051	4,773	6,364	3,646	23,314	3,657
Edgecombe	56.3	.0246	29.8	11.0	14.5	16.4	26.1	18.7	171,121	45,400	6,333	18,998	23,666	35,948	3,887
Franklin	30.3	.0133	32.1	13.2	14.0	15.9	30.1	10.2	59,102	20,044	2,069	3,209	1,146	9,939	2,532
Gates	8.9	.0039	33.9	10.4	12.8	16.6	31.9	2.9	10,274	3,351	285	1,768		3,072	
Graham	7.3	.0032	32.4	10.7	16.3	16.8	28.9	2.5	18,869	7,627	465	799	330	310	1,197
Granville	34.1	.0149	31.3	11.8	15.9	17.2	26.9	10.6	60,266	18,893	2,422	4,669	1,960	11,088	5,790
Greene	16.2	.0071	29.4	11.8	14.2	16.4	25.6	5.2	17,380	5,778	1,126	1,420	1,039	2,722	202
Halifax	55.3	.0242	30.7	10.6	13.8	16.9	27.2	18.6	178,642	50,201	13,792	16,126	10,328	25,159	6,474
Harnett	60.3	.0264	29.0	15.2	14.7	16.1	25.0	20.6	144.852	43,981	9,329	10,249	6,139	26,226	5,338
Haywood	46.7	.0205	34.0	10.7	16.9	18.3	29.9	17.3	173,391	45,960	9,973	11,533	4,280	34,342	7,385
Henderson	59.8	.0261	34.7	9.6	16.0	16.4	33.2	23.1	253,007	67,097	11,087	19,675	7,621	53,487	11,390
Hertford	23.3	.0102	31.6	11.1	13.4	15.8	29.7	7.6	90,585	24,615	5,414	9,513	5,133	13,502	5,550
Hoke	20.7	.0091	25.8	12.1	15.1	14.7	20.9	6.2	30,925	12,711	433	2,245	1,388	5,904	1,240
Hyde	5.9	.0026	34.6	8.8	13.0	14.2	35.3	2.1	8,907	2,769	2,262	1,330	513	71	26
Iredell	83.3	.0364	32.0	11.4	16.4	17.8	27.4	29.7	274,047	68,603	16,655	18,833	22,735	62,311	12,565
Jackson	26.1	.0114	28.0	23.5	15.1	13.6	25.8	8.7	60,223	16,430	2,850	1,508	2,185	15,731	2,180
Johnston	71.1	.0312	31.4	11.8	16.1	16.8	27.4	25.6	209,381	56,119	11,711	9,191	12,693	36,096	8,888
Jones	9.7	.0042	30.5	11.1	13.8	16.0	27.7	3.2	12,522	4,376	621	872	47	3,086	604
Lee	37.2	.0163	30.3	11.2	16.8	17.5	24.6	13.2	149,120	38,075	7,604	11,765	5,606	33,583	6,635
Lenoir	60.1	.0263	30.0	11.3	15.7	17.5	24.7	21.1	254,567	58,973	10,377	26,541	15,266	60,700	10,071
Lincoln	43.1	.0189	31.2	11.4	17.2	17.8	25.7	15.1	121,395	39,172	7,167	9,220	6,276	22,005	4,309
McDowell	35.4	.0154	32.1	10.9	16.1	17.7	27.7	12.5	107,875	28,567	5,706	6,338	2,921	19,836	4,932
Macon	20.5	.0090	37.1	9.8	14.4	15.5	36.7	7.9	75,678	18,620	2,971	5,969	2,036	8,236	3,798
Martin	26.0	.0114	30.7	11.0	14.1	16.5	27.4	8.7	72,475	17,845	7,227	8,889	2,399	13,663	1,790
Mitchell	14.5	.0063	35.7	9.8	15.0	17.3	33.5	5.3	55,542	15,897	3,679	5,713	1,737	12,846	2,035
Montgomery	22.7	.0099	31.7	11.5	14.9	16.5	28.5	7.9	52,266	21,244	2,657	2,766	406	8,433	2,456
Moore	51.4	.0225	32.1	10.9	14.2	16.2	29.6	19.2	175,641	52,468	12,261	7,670	8,362	29,027	5,449
Nash	67.8	.0297	30.5	11.8	14.9	16.9	26.4	24.0	285,471	65,764	29,941	38,850	12,309	44,339	7,479
Northampton	22.5	.0099	30.3	12.8	12.7	15.7	28.3	7.2	29,904	9,536	1,467	586	284	3,704	1,560
Pamlico	10.5	.0046	33.9	10.2	13.1	16.9	31.6	3.7	18,027	5,859	907	2,099	239	3,093	326
Pasquotank	28.6	.0125	30.2	15.2	14.1	15.8	27.4	9.9	149,288	37,772	7,744	15,123	6,756	30,967	4,599
Pender	22.5	.0098	31.8	10.9	13.6	16.1	29.6	7.7	36,839	14,497	3,412	1,141	207	7,074	1,497
Perquimans	9.6	.0042	35.6	9.0	12.9	15.4	35.2	3.4	21,711	4,525	992	847	525	5,539	481
Person	29.4	.0129	31.2	11.2	15.2	17.0	27.3	10.1	82,335	22,776	5,256	7,236	2,602	17,681	3,881
Pitt	84.2	.0369	25.9	21.1	14.3	15.2	21.9	28.4	352,402	77,788	26,930	41,535	15,153	71,803	14,003
Polk	13.1	.0057	39.0	9.3	13.6	15.1	38.9	5.1	32,705	9,626	2,482	3,741	900	5,158	1,589
Richmond	45.9	.0200	30.9	11.2	14.6	16.6	27.4	16.2	155,150	37,176	10,519	14,206	12,266	24,126	6,936
Robeson	102.7	.0450	25.7	12.9	14.4	14.7	21.9	32.1	295,132	76,873	12,988	25,976	17,504	52,433	11,628
Rockingham	84.1	.0368	32.4	10.8	16.0	17.6	28.2	30.2	264,567	80,447	14,857	18,530	21,798	45,544	15,052
Rutherford	54.2	.0237	33.4	10.6	15.5	17.0	30.5	19.6	176,701	42,434	8,308	16,149	10,273	49,117	9,689
Sampson	50.1	.0220	31.4	11.4	14.5	16.5	28.2	17.0	130,100	34,667	5,491	11,392	6,935	22,804	6,861
Scotland	32.6	.0142	26.4	14.7	14.4	14.8	22.8	10.6	100,363	35,088	4,526	8,029	3,762	24,556	4,019
Stanly	48.9	.0214	33.0	12.1	16.0	17.8	28.9	17.7	155,312	34,153	9,649	8,908	6,148	34,592	7,082
Surry	60.0	.0263	32.6	11.0	16.9	17.6	28.4	21.7	269,845	55,577	13,215	23,628	11,074	67,127	11,320
Swain	10.4	.0045	31.9	10.5	14.1	15.4	30.1	3.7	46,902	15,012	5,301	1,919	1,837	3,220	1,658
Transylvania	23.7	.0104	30.6	13.2	18.3	17.2	24.7	8.4	71,317	24,501	3,442	5,678	3,629	8,744	3,958
Tyrrell	4.0	.0017	35.7	9.0	11.1	15.2	35.5	1.4	10,408	3,170	1,081	321	330	2,337	188
Vance	37.0	.0162	30.9	11.6	14.5	16.8	27.2	12.5	140,449	48,313	5,831	11,253	7,258	23,553	6,003
Warren	16.3	.0071	34.3	9.8	10.6	15.3	33.9	5.3	22,732	8,083	400	1,221	1,896	1,069	863
Washington	14.8	.0065	29.2	11.9	14.8	16.3	25.1	4.8	51,842	17,178	2,437	4,068	2,416	10,654	1,046
Watauga	32.2	.0141	26.0	26.4	14.5	13.8	23.2	11.1	114,668	23,642	12,502	6,645	4,699	18,169	4,810
Wayne	98.1	.0429	27.9	13.2	17.2	17.0	20.8	33.1	355,369	67,706	18,636	58,013	16,095	75,743	8,012
Wilkes	59.3	.0260	31.2	11.7	17.8	17.1	26.1	21.0	186,555	45,974	13,535	14,848	6,176	28,382	9,371
Wilson	63.5	.0278	29.9	13.3	15.1	17.1	25.2	22.0	250,084	62,413	18,869	27,493	12,596	46,344	6,390
Yancey	15.1	.0066	34.2	11.2	14.8	16.3	32.6	5.4	34,673	12,677	926	2,272	799	5,988	2,087
TOTAL METRO COUNTIES	**3,129.0**	**1.3693**	**29.3**	**15.1**	**17.7**	**17.2**	**22.8**	**1,112.7**	**12,652,637**	**2,817,093**	**1,022,244**	**1,690,734**	**626,185**	**2,576,611**	**450,237**
TOTAL STATE	**5,930.6**	**2.5955**	**29.9**	**13.8**	**16.7**	**16.9**	**24.6**	**2,086.5**	**21,567,399**	**5,174,756**	**1,556,694**	**2,461,615**	**1,062,866**	**4,315,901**	**797,676**

N.C.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ASHEVILLE	**1,262,016**	**15,848**	**6.2**	**16.7**	**28.3**	**24.5**	**.0733**
Buncombe	1,192,037	16,567	5.9	16.6	29.1	26.1	.0690
• Asheville	422,811	15,793	6.4	15.4	25.6	26.8	.0301
Madison	69,979	9,040	9.2	17.4	20.0	8.5	.0043
SUBURBAN TOTAL	839,205	15,871	6.2	17.3	29.5	23.5	.0432
BURLINGTON	**676,179**	**17,187**	**6.4**	**16.7**	**35.5**	**22.5**	**.0398**
Alamance	676,179	17,187	6.4	16.7	35.5	22.5	.0398
• Burlington	304,972	18,589	5.4	15.3	34.2	28.1	.0201
SUBURBAN TOTAL	371,207	16,310	7.0	17.6	36.4	18.8	.0197
CHARLOTTE - GASTONIA	**5,209,773**	**19,791**	**4.9**	**14.2**	**29.8**	**34.8**	**.2888**
Gaston	1,140,010	18,199	5.6	15.8	34.3	26.7	.0645
• Gastonia	369,059	18,360	5.3	15.7	29.8	30.3	.0270
Mecklenburg	3,662,496	21,460	4.5	12.9	27.6	40.3	.2004
• Charlotte	2,848,295	20,309	5.0	13.9	27.1	37.7	.1499
Union	407,267	15,602	6.2	18.5	33.3	19.0	.0239
SUBURBAN TOTAL	1,992,419	19,502	4.7	14.3	33.3	31.9	.1119
FAYETTEVILLE	**1,545,697**	**14,460**	**7.4**	**22.0**	**30.0**	**17.7**	**.0901**
Cumberland	1,545,697	14,460	7.4	22.0	30.0	17.7	.0901
• Fayetteville	418,715	14,598	7.0	19.1	24.6	24.0	.0335
SUBURBAN TOTAL	1,126,982	14,416	7.6	23.2	32.2	15.2	.0566
GREENSBORO - WINSTON-SALEM - HIGH POINT	**6,388,512**	**18,606**	**5.1**	**14.7**	**32.1**	**29.7**	**.3585**
Davidson	796,413	18,121	5.6	16.0	35.8	25.3	.0421
Forsyth	1,994,466	19,025	4.7	13.8	30.3	32.1	.1121
• Winston-Salem	1,090,157	17,511	5.3	14.7	27.4	30.1	.0705
Guilford	2,591,136	19,385	5.0	14.2	30.5	32.9	.1515
• Greensboro	1,366,195	20,444	4.9	13.9	28.1	36.9	.0867
• High Point	492,975	17,471	6.0	15.5	31.5	26.8	.0330
Randolph	609,189	17,358	5.8	16.5	37.8	21.2	.0324
Stokes	214,266	16,563	5.2	16.0	31.5	24.2	.0102
Yadkin	183,042	16,577	5.0	14.7	32.5	22.9	.0102
SUBURBAN TOTAL	3,439,185	18,553	5.0	14.8	34.7	27.6	.1683
HICKORY	**959,044**	**18,497**	**5.1**	**16.3**	**34.4**	**28.6**	**.0554**
Alexander	146,790	15,810	6.9	19.1	36.7	16.5	.0076
Catawba	812,254	19,262	4.6	15.7	33.9	31.4	.0478
• Hickory	185,269	19,748	5.2	15.2	27.0	36.3	.0141
SUBURBAN TOTAL	773,775	18,323	5.0	16.6	35.8	27.1	.0413
JACKSONVILLE	**571,301**	**11,797**	**10.2**	**25.1**	**25.2**	**9.4**	**.0349**
Onslow	571,301	11,797	10.2	25.1	25.2	9.4	.0349
• Jacksonville	115,323	15,827	7.7	18.8	32.3	20.9	.0100
SUBURBAN TOTAL	455,978	11,129	10.8	26.7	23.4	6.5	.0249
RALEIGH - DURHAM	**4,282,910**	**18,677**	**5.5**	**15.0**	**28.7**	**32.4**	**.2337**
Durham	1,210,052	17,969	5.8	15.2	28.8	30.2	.0662
• Durham	788,206	16,525	6.5	16.0	28.1	26.6	.0475
Orange	655,425	18,059	5.7	15.2	28.1	31.5	.0317
Wake	2,417,433	19,215	5.4	14.9	28.7	33.7	.1358
• Raleigh	1,323,494	20,075	5.1	14.4	26.6	37.4	.0760
SUBURBAN TOTAL	2,171,210	18,815	5.4	15.0	29.9	31.7	.1102
SALISBURY - CONCORD	**1,224,291**	**16,514**	**6.1**	**17.2**	**34.2**	**21.3**	**.0692**
Cabarrus	504,052	15,018	7.4	19.8	36.1	14.1	.0311
• Concord	112,111	14,264	8.0	17.6	28.8	18.8	.0095
Kannapolis	173,729	14,880	8.1	21.5	37.6	11.9	.0116
Rowan	720,239	18,085	4.9	15.0	32.8	27.4	.0381
• Salisbury	185,661	17,229	5.5	14.7	25.2	31.2	.0145
SUBURBAN TOTAL	926,519	16,663	5.9	17.6	36.3	20.0	.0452
WILMINGTON	**946,557**	**15,537**	**6.6**	**16.6**	**27.8**	**23.8**	**.0563**
Brunswick	195,951	12,659	7.8	18.4	26.9	15.3	.0112
New Hanover	750,606	16,589	6.3	16.0	28.1	26.7	.0451
• Wilmington	304,513	14,000	7.3	17.4	25.1	21.5	.0228
SUBURBAN TOTAL	642,044	16,420	6.3	16.3	29.1	25.0	.0335
OTHER COUNTIES							
Alleghany	48,537	10,559	9.7	17.6	26.5	8.2	.0031
Anson	116,212	11,821	7.3	18.1	25.8	12.4	.0070
Ashe	120,327	12,522	7.4	17.4	26.9	14.6	.0077
Avery	65,357	11,053	8.6	19.2	23.5	11.8	.0044
Beaufort	247,217	14,212	6.1	13.7	26.0	21.7	.0159
Bertie	102,583	11,372	7.2	17.7	21.7	15.5	.0059
Bladen	153,501	12,448	8.0	15.7	26.0	16.6	.0089
Burke	479,361	16,913	6.5	17.9	37.0	19.8	.0253
Caldwell	478,619	18,819	4.7	16.4	33.9	29.1	.0261
Camden	35,498	16,984	4.8	13.6	32.3	23.5	.0018
Carteret	284,364	15,661	6.1	17.8	27.9	24.4	.0164
Caswell	92,664	12,776	8.4	20.9	31.8	9.5	.0051
Chatham	204,748	14,716	7.4	19.5	30.8	18.1	.0109

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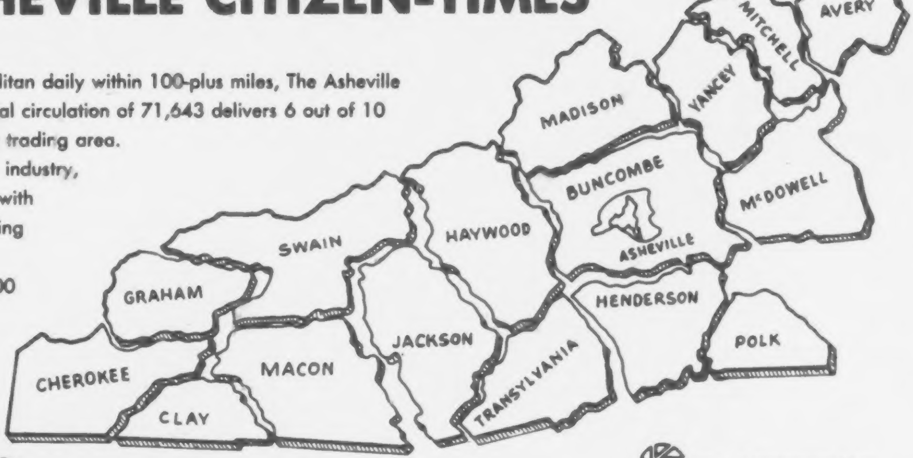

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Sources: 1981 Sales Management Survey of Buying Power; ABC 1980

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A large share of the Carolinas' #1 SMSA, Greensboro/Winston-Salem/High Point, live in North Carolina's 6th largest city, High Point, and in the growing city of Thomasville and now spend over an estimated $95,000,000 in food sales. With a total city zone household coverage of only 17.1%, the Greensboro Daily News-Record and the Winston-Salem Journal Sentinel don't successfully reach this important market.

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So, the next time your media buy includes the Greensboro/Winston-Salem/High Point SMSA, don't forget the High Point Enterprise/Times. WE WANT TO WORK FOR YOU!

Sources: S & MM Survey of Buying Power-1980, ABC & Publisher's Reports Sept. 1980

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N.C. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Cherokee	90,930	10,821	8.8	20.6	22.9	10.0	.0060
Chowan	78,308	14,720	6.2	17.1	24.2	24.8	.0044
Clay	28,551	8,848	10.7	20.9	15.4	7.5	.0019
Cleveland	565,298	18,083	5.2	15.2	32.0	28.5	.0315
Columbus	249,255	11,531	8.1	17.4	24.4	13.8	.0166
Craven	424,136	13,861	7.5	18.8	27.1	18.8	.0259
☐ Currituck	47,304	9,795	9.9	23.6	17.6	7.7	.0030
Dare	81,276	11,589	7.9	21.3	22.7	13.8	.0065
Davie	173,870	18,124	5.1	13.7	30.7	28.3	.0089
Duplin	217,573	12,597	7.4	17.4	25.8	15.8	.0134
Edgecombe	329,891	14,900	6.6	16.0	25.3	24.3	.0193
Franklin	166,137	12,256	7.1	16.5	22.8	18.6	.0092
Gates	43,257	12,780	7.3	17.7	27.0	14.6	.0023
Graham	31,913	11,386	9.2	17.3	27.6	9.8	.0021
Granville	163,570	12,499	7.8	20.4	25.4	14.8	.0094
Greene	78,740	12,402	7.9	16.4	26.3	15.2	.0042
Halifax	298,100	13,130	6.5	16.8	23.3	20.5	.0185
Harnett	315,152	13,004	7.9	20.3	27.9	14.5	.0185
Haywood	290,844	15,472	6.2	17.2	32.5	19.1	.0175
Henderson	407,174	14,967	6.0	16.4	27.2	22.6	.0243
Hertford	99,303	11,367	8.6	20.5	25.8	9.7	.0076
Hoke	63,268	9,108	9.7	21.9	21.8	2.0	.0045
Hyde	28,825	10,324	10.6	21.1	22.2	8.3	.0016
Iredell	547,669	16,651	5.7	17.4	33.8	22.4	.0309

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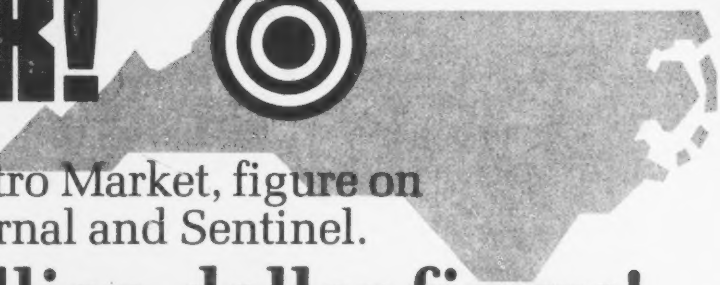

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The *only* newspaper covering Northwest North Carolina with a 10½-county delivery, including Winston-Salem, High Point and Greensboro.

Winston-Salem Journal & Sentinel

THE WINSTON-SALEM JOURNAL AND SENTINEL Morning/Evening/Sunday
A Media General newspaper represented nationally by Sawyer-Ferguson-Walker Company

N.C. (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Jackson	133,538	12,521	7.8	17.3	26.6	14.7	.0079
Johnston	377,574	12,466	7.8	16.8	26.7	15.3	.0231
Jones	49,553	12,717	8.0	18.3	24.7	17.1	.0025
Lee	248,095	16,571	5.6	16.1	32.3	23.5	.0148
Lenoir	377,538	14,416	6.5	15.5	25.4	22.9	.0236
Lincoln	307,158	19,362	4.3	13.5	33.3	31.0	.0159
McDowell	217,485	16,191	5.7	18.5	33.0	21.3	.0124
Macon	102,528	11,787	7.0	20.3	27.2	9.3	.0071
Martin	114,210	11,123	8.0	19.5	23.9	11.0	.0077
Mitchell	81,146	12,410	7.2	19.0	24.2	16.2	.0051
Montgomery	131,218	14,391	7.5	16.7	30.0	18.0	.0072
Moore	335,672	14,496	7.1	17.4	27.2	21.0	.0193
Nash	445,796	15,568	6.2	15.7	25.9	25.9	.0271
Northampton	104,444	10,577	8.7	18.0	21.1	13.2	.0057
Pamlico	57,018	12,341	7.3	17.2	26.8	13.9	.0032
Pasquotank	189,492	16,334	6.4	15.6	29.0	25.1	.0123
Pender	90,358	9,631	11.2	19.0	21.6	7.3	.0056
Perquimans	42,411	9,906	8.8	17.3	22.9	9.5	.0028
Person	163,849	14,427	7.1	18.5	29.2	18.5	.0095
Pitt	498,189	13,505	6.8	15.2	23.0	22.6	.0321
Polk	82,197	13,600	6.7	18.8	27.3	17.4	.0045

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Richmond	236,972	12,705	7.1	18.4	27.9	14.1	.0154
Robeson	483,249	12,341	7.8	18.1	24.4	16.5	.0314
Rockingham	592,048	17,958	5.7	15.8	30.7	28.0	.0321
Rutherford	333,738	15,251	6.4	17.9	31.5	19.4	.0194
Sampson	247,130	11,931	8.0	18.0	24.9	14.3	.0152
Scotland	189,918	15,243	7.4	16.1	27.6	23.0	.0113
Stanly	313,916	16,583	6.7	17.6	35.7	20.1	.0178
Surry	372,376	15,385	6.6	18.2	32.1	19.1	.0240
Swain	48,154	10,659	10.1	19.3	24.6	9.2	.0037
Transylvania	154,237	17,432	5.3	15.9	34.0	24.5	.0086
Tyrrell	16,504	8,444	9.8	14.5	19.0	8.9	.0010
Vance	219,731	14,827	7.3	15.9	27.7	21.8	.0137
Warren	72,713	10,333	7.3	17.6	19.3	14.4	.0042
Washington	102,541	18,496	4.8	12.5	26.3	32.7	.0057
Watauga	150,570	10,324	8.9	20.1	21.7	9.7	.0106
Wayne	529,837	13,087	7.7	19.8	26.5	16.1	.0342
Wilkes	339,055	14,214	6.9	20.2	29.8	17.0	.0203
Wilson	373,961	14,229	6.9	17.1	27.2	20.3	.0237
Yancey	63,194	10,401	8.7	23.2	23.2	5.5	.0041
TOTAL METRO COUNTIES	**23,113,584**	**17,752**	**5.7**	**16.0**	**30.6**	**28.3**	**1.3030**
TOTAL STATE	**39,304,925**	**16,045**	**6.3**	**16.7**	**29.2**	**24.1**	**2.2723**

NORTH DAKOTA

N.D.
S&MM ESTIMATES

POPULATION—12/31/80

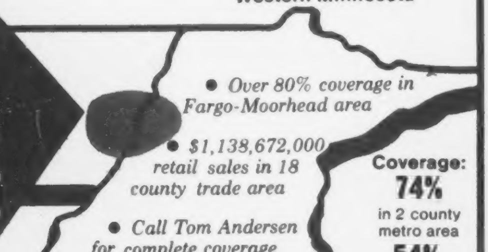
RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BISMARCK	**81.6**	**.0358**	**28.2**	**13.4**	**18.1**	**15.4**	**22.4**	**28.9**	**452,667**	**79,031**	**41,575**	**62,174**	**20,400**	**98,875**	**15,104**
Burleigh	56.0	.0246	27.7	14.7	19.2	15.4	20.5	20.1	339,508	60,041	30,261	61,033	16,558	62,030	13,033
• Bismarck	45.2	.0198	27.6	14.5	19.5	15.2	20.4	16.7	336,093	59,732	29,567	61,033	16,558	62,030	13,033
Morton	25.6	.0112	29.7	10.7	15.5	15.3	26.6	8.8	113,159	18,990	11,314	1,141	3,842	36,845	2,071
SUBURBAN TOTAL	36.4	.0160	29.1	12.1	16.4	15.6	24.8	12.2	116,574	19,299	12,008	1,141	3,842	36,845	2,071
FARGO - MOORHEAD	**139.0**	**.0608**	**26.2**	**21.7**	**16.7**	**13.9**	**21.4**	**50.1**	**806,255**	**123,201**	**91,262**	**101,634**	**41,995**	**166,399**	**22,347**
Cass	89.6	.0392	26.9	20.2	17.6	13.6	22.1	33.6	621,680	81,974	65,487	97,674	27,217	137,574	14,869
• Fargo	62.0	.0271	25.8	23.5	16.4	13.9	21.0	23.8	543,344	65,545	58,423	85,407	25,869	128,650	13,967
Clay, Minn.	*49.4*	*.0216*	*24.9*	*24.5*	*15.0*	*14.3*	*20.2*	*16.5*	*184,575*	*41,227*	*25,775*	*3,960*	*14,778*	*28,825*	*7,478*
• Moorhead	*29.9*	*.0131*	*23.7*	*32.9*	*14.5*	*12.9*	*16.6*	*9.7*	*144,129*	*35,104*	*21,722*	*3,534*	*12,898*	*22,988*	*5,024*
SUBURBAN TOTAL	47.1	.0206	29.3	12.3	18.3	14.5	25.0	16.6	118,782	22,552	11,117	12,693	3,228	14,761	3,356
GRAND FORKS	**101.4**	**.0444**	**25.9**	**19.8**	**16.6**	**13.5**	**21.4**	**34.9**	**501,054**	**74,301**	**50,370**	**37,158**	**24,372**	**94,044**	**14,291**
Grand Forks	66.6	.0292	24.2	24.4	18.6	12.3	16.3	22.6	351,238	41,214	35,479	31,486	18,752	76,756	6,349
• Grand Forks	44.2	.0193	24.0	27.5	17.5	10.8	17.6	15.8	316,972	37,211	31,874	30,965	18,331	59 223	5,854
Polk, Minn.	*34.8*	*.0152*	*32.6*	*11.2*	*12.8*	*15.6*	*31.2*	*12.3*	*149,816*	*33,087*	*14,891*	*5,672*	*5,620*	*17,288*	*7,942*
SUBURBAN TOTAL	57.2	.0251	28.6	13.9	15.9	15.5	24.4	19.1	184,082	37,090	18,496	6,193	6,041	34,821	8,437

One Outstanding Daily Dominates Billion Dollar Plus Retail Sales Market

THE FORUM
Fargo, ND-Moorhead, MN • Box 2020, Fargo, ND 58102

Eastern North Dakota Western Minnesota



- *Over 80% coverage in Fargo-Moorhead area*
- *$1,138,672,000 retail sales in 18 county trade area*
- *Call Tom Andersen for complete coverage information (701) 241-5410*

Coverage:
74%
in 2 county metro area
54%
of 18 county trade area

N.D. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Adams	3.6	.0016	32.6	10.9	14.8	14.8	31.7	1.3	12,384	3,233	538	124		3,551	270
Barnes	13.9	.0061	31.1	16.6	13.8	12.6	32.0	5.2	63,434	10,346	6,636	3,001	2,193	15,200	2,136
Benson	7.9	.0034	30.9	9.3	13.6	13.7	30.8	2.5	9,848	2,350	1,573	287	30	56	69
Billings	1.1	.0005	32.1	8.1	13.0	18.8	27.4	.4	1,343	454	263				
Bottineau	9.3	.0041	33.4	12.1	13.3	13.9	33.9	3.3	33,113	5,574	2,759	1,536	1,018	5,907	655
Bowman	4.3	.0019	30.5	9.7	15.3	15.4	27.7	1.5	22,323	4,383	3,944	171	426	5,337	616
Burke	3.8	.0016	34.8	9.1	14.4	15.7	34.0	1.5	9,052	2,406	1,366	40	72	1,266	102
Cavalier	7.6	.0033	33.4	7.6	13.3	15.0	32.9	2.7	25,690	5,390	2,145	463	1,343	3,383	1,367
Dickey	7.2	.0031	33.8	10.8	13.6	14.3	34.1	2.5	20,914	5,726	2,489	811	985	4,405	1,212
Divide	3.4	.0015	34.1	10.8	14.0	14.2	34.6	1.3	12,783	5,604	999	251	167	2,219	305
Dunn	4.6	.0020	30.2	10.7	13.8	15.4	27.9	1.6	8,839	1,071	822			4,551	444
Eddy	3.5	.0016	36.7	7.3	11.3	15.0	36.8	1.4	12,196	1,701	1,030	96	167	1,995	60
Emmons	5.9	.0026	31.3	9.2	14.1	16.7	28.1	2.0	14,532	2,745	1,207	327	144	3,107	542
Foster	4.6	.0020	31.6	8.0	14.6	15.3	29.7	1.6	24,606	6,031	1,111	614	289	7,730	533
Golden Valley	2.4	.0010	31.9	10.8	13.6	13.8	32.0	.9	14,139	3,215	611		386	3,590	81
Grant	4.2	.0018	32.0	9.8	14.3	17.0	28.7	1.5	11,892	3,379	1,015	79		2,728	269
Griggs	3.7	.0016	36.8	8.8	12.9	15.3	36.5	1.4	6,268	1,537	1,099	260	24	825	
Hettinger	4.3	.0019	32.8	8.6	14.4	16.1	30.8	1.5	11,674	1,595	1,028	43	83	3,797	445
Kidder	3.9	.0017	31.8	9.3	14.5	16.2	29.1	1.4	4,649	989	365		27	400	32
La Moure	6.4	.0028	36.9	7.2	13.2	16.0	36.0	2.3	14,952	2,860	1,334	59	354	3,050	246
Logan	3.4	.0015	33.3	8.6	14.2	17.2	30.4	1.2	9,815	2,753	1,240		25	2,515	292
McHenry	7.8	.0034	33.2	9.7	13.7	14.4	33.2	2.8	17,548	2,469	1,973	818	26	2,747	992
McIntosh	4.7	.0021	39.0	7.6	13.1	17.9	37.0	1.9	14,805	4,261	1,225		163	2,864	727
McKenzie	7.2	.0031	30.7	10.6	16.5	15.7	27.2	2.4	12,535	2,597	2,003	44	217	1,529	484
McLean	12.4	.0054	33.0	8.6	13.9	15.6	31.6	4.4	27,735	6,545	3,409	1,819	529	3,415	898
Mercer	9.7	.0043	33.2	9.0	16.3	15.7	31.4	3.4	22,704	5,484	2,356	258	497	5,355	1,278
Mountrail	7.6	.0033	32.5	8.4	14.4	15.8	30.7	2.7	28,263	6,867	2,790	482	479	5,349	1,224
Nelson	5.2	.0023	41.1	6.8	12.6	15.1	41.0	2.0	22,058	1,929	2,701	1,136	77	3,031	285
Oliver	2.5	.0011	29.9	11.2	15.8	17.1	24.9	.8	2,072	444	256	76			
Pembina	10.4	.0045	33.9	8.9	12.8	15.7	32.9	3.8	44,385	12,957	4,603	680	275	10,518	940
Pierce	6.2	.0028	33.0	8.6	15.0	14.3	32.7	2.1	30,743	5,704	1,878	1,339	691	10,682	1,279
Ramsey	13.1	.0057	31.5	11.5	15.2	14.0	30.7	4.7	88,203	13,462	5,351	2,233	3,416	16,269	4,398
Ransom	6.7	.0029	37.4	8.6	12.6	14.6	37.8	2.4	21,476	5,213	3,311	174	214	3,285	1,198
Renville	3.6	.0016	33.1	9.1	15.0	15.1	32.0	1.3	8,520	1,240	814		57	1,087	306
Richland	19.3	.0084	29.5	19.1	12.1	13.3	30.0	6.5	73,676	10,452	5,152	3,864	4,950	18,644	2,861
Rolette	12.3	.0054	23.6	11.0	15.4	12.2	20.1	3.5	34,591	7,339	2,676	1,323	438	4,940	1,122
Sargent	5.5	.0024	32.0	10.1	15.4	14.3	31.2	2.0	10,247	2,884	1,749	50		691	46
Sheridan	2.8	.0013	35.3	7.9	15.0	18.1	32.2	1.0	5,115	885	480		336	870	122
Sioux	3.6	.0015	22.9	11.5	16.8	14.2	15.6	.9	2,513	755	665	88	28		
Slope	1.1	.0005	29.3	10.0	13.9	16.6	25.5	.4	313	90	123				
Stark	24.1	.0106	26.2	17.5	16.0	13.1	22.7	8.1	117,557	21,857	9,507	7,712	8,629	23,877	3,425
Steele	3.1	.0013	34.6	8.1	16.0	16.5	32.9	1.1	8,587	225	305	1,152		3,390	
Stutsman	24.3	.0107	31.5	12.3	15.4	15.6	29.0	8.8	122,263	21,196	11,439	6,458	3,516	27,421	3,663
Towner	4.0	.0017	35.9	8.0	12.7	16.1	34.9	1.5	10,278	1,695	1,364	160	636	1,644	943
Traill	9.7	.0043	35.3	13.7	12.2	13.5	36.7	3.5	39,286	8,445	3,883	192	606	9,310	1,594
Walsh	15.3	.0066	33.4	9.2	14.8	14.8	32.8	5.3	66,607	13,173	5,702	4,798	1,126	16,660	1,435
Ward	58.6	.0257	25.4	18.3	19.6	13.8	17.3	20.3	336,474	51,281	30,302	37,161	10,818	95,414	8,725
Wells	7.0	.0031	35.5	7.7	13.7	15.7	34.7	2.6	23,213	5,675	2,513	439	1,726	2,519	842
Williams	22.5	.0098	29.9	11.6	16.4	15.3	26.3	8.2	111,075	15,022	10,033	10,071	7,198	28,391	3,282
TOTAL METRO COUNTIES	**237.8**	**.1042**	**26.4**	**19.1**	**17.9**	**13.9**	**20.6**	**85.1**	**1,425,585**	**202,219**	**142,541**	**191,334**	**66,369**	**313,205**	**36,322**
TOTAL STATE	**657.1**	**.2876**	**28.9**	**14.7**	**16.1**	**14.4**	**25.7**	**232.5**	**3,072,873**	**505,707**	**294,678**	**282,023**	**120,750**	**688,719**	**88,067**

#1 LARGEST DAILY NEWSPAPER BUY IN NORTH DAKOTA!

THE NORTH DAKOTA GROUP GIVES 60.8% HOUSEHOLD COVERAGE IN 26 COUNTIES

THE BISMARCK TRIBUNE
AND
THE MINOT DAILY NEWS

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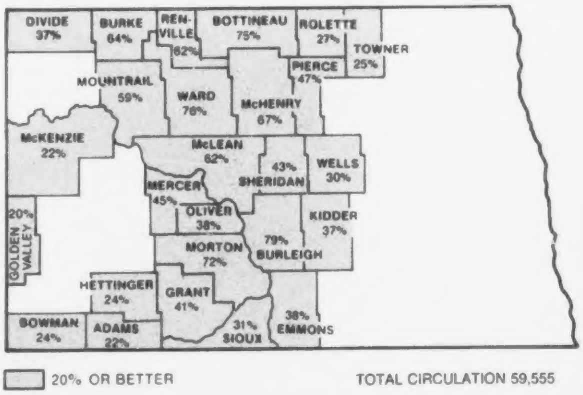
37% OF N. DAKOTA'S TOTAL RETAIL SALES
38% OF N. DAKOTA'S EBI



TOTAL CIRCULATION 59,555

Represented by BRANHAM Newspaper Sales

N.D.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
BISMARCK	**653,558**	**20,407**	**5.0**	**12.3**	**28.5**	**37.1**	**.0391**
Burleigh	474,053	21,227	4.6	11.9	28.7	38.9	.0285
• Bismarck	411,836	22,505	4.1	10.6	27.9	42.8	.0258
Morton	179,505	18,551	6.0	13.3	28.1	32.8	.0106
SUBURBAN TOTAL	241,722	17,562	6.3	14.7	29.5	29.1	.0133
FARGO - MOORHEAD	**1,188,798**	**21,063**	**4.8**	**12.0**	**27.6**	**38.6**	**.0700**
Cass	772,839	20,281	5.1	12.6	27.6	36.7	.0485
• Fargo	587,280	21,917	4.9	11.7	25.0	41.6	.0385
Clay, Minn.	*415,959*	*22,583*	*4.2*	*10.9*	*27.4*	*42.6*	*.0215*
• *Moorhead*	*252,928*	*23,702*	*3.8*	*10.1*	*26.3*	*46.1*	*.0141*
SUBURBAN TOTAL	348,590	18,689	5.2	13.7	32.0	29.9	.0174
GRAND FORKS	**726,187**	**17,454**	**6.0**	**15.9**	**30.3**	**28.1**	**.0445**
Grand Forks	485,757	17,647	6.0	16.8	31.8	28.2	.0302
• Grand Forks	323,831	17,754	6.1	14.7	31.2	28.3	.0227
Polk, Minn.	*240,430*	*17,006*	*5.9*	*14.1*	*27.7*	*28.0*	*.0143*
SUBURBAN TOTAL	402,356	17,199	6.0	16.9	29.5	27.9	.0218
OTHER COUNTIES							
Adams	29,750	18,333	6.2	16.1	23.3	35.4	.0016
Barnes	107,803	16,966	5.9	14.4	25.8	29.8	.0061
Benson	51,105	17,353	6.5	17.4	27.7	29.2	.0024
Billings	6,013	11,857	12.3	19.5	21.4	18.8	.0003
Bottineau	75,132	18,671	6.2	14.5	28.0	32.4	.0040
Bowman	34,074	17,931	4.7	14.9	28.5	32.8	.0019
Burke	28,156	16,981	5.3	16.7	30.8	26.1	.0015
Cavalier	45,030	13,368	9.1	20.3	27.1	17.2	.0027
Dickey	51,005	16,476	6.3	14.6	27.3	27.7	.0026
Divide	24,159	15,673	6.1	20.0	32.9	19.9	.0014
Dunn	30,928	15,617	6.3	18.1	30.1	22.2	.0015
Eddy	23,037	14,679	6.6	19.0	32.4	16.3	.0014
Emmons	46,911	16,793	5.4	16.3	21.2	34.3	.0021
Foster	40,842	19,163	5.1	14.9	26.1	35.6	.0024
Golden Valley	15,749	14,707	5.9	22.9	28.2	20.4	.0010
Grant	27,264	13,173	9.1	18.8	21.3	22.7	.0014
Griggs	30,541	18,460	6.1	13.1	30.5	32.4	.0015
Hettinger	34,252	18,595	5.4	14.6	26.1	34.8	.0016
Kidder	21,111	11,468	10.9	23.7	22.1	12.8	.0011
La Moure	46,801	15,154	7.0	19.3	24.8	25.8	.0023
Logan	30,037	17,375	6.1	17.7	22.8	34.9	.0014
McHenry	49,863	16,189	7.1	15.5	28.6	24.5	.0026
McIntosh	55,220	18,435	6.1	15.4	18.9	38.9	.0024
McKenzie	60,520	21,571	6.5	12.1	22.8	43.5	.0028
McLean	85,384	16,681	5.0	15.0	27.9	26.8	.0042
Mercer	55,530	13,592	7.7	17.7	27.1	19.0	.0031
Mountrail	56,787	16,900	6.5	14.0	27.3	28.5	.0032
Nelson	37,540	16,431	6.7	16.1	32.3	22.4	.0022
Oliver	12,766	14,138	6.6	19.8	26.5	20.4	.0007
Pembina	82,307	18,789	5.9	14.3	29.8	31.5	.0044
Pierce	43,804	17,900	5.3	13.0	28.8	29.5	.0028
Ramsey	96,053	16,572	6.3	16.1	29.0	25.7	.0065
Ransom	61,072	20,286	5.8	16.0	22.5	39.7	.0030
Renville	25,889	17,582	6.3	16.7	35.0	25.3	.0013
Richland	125,552	14,795	7.7	16.4	25.4	24.0	.0075
Rolette	55,439	13,311	8.1	18.7	26.9	16.7	.0035
Sargent	39,180	17,039	5.1	16.5	30.5	27.7	.0020
Sheridan	23,259	17,312	5.6	12.4	21.6	34.1	.0010
Sioux	13,569	12,586	8.0	16.2	23.1	19.8	.0008
Slope	7,495	15,550	6.3	22.5	30.9	21.8	.0003
Stark	169,380	17,563	5.7	14.5	30.0	28.4	.0105
Steele	35,037	26,778	3.5	9.8	20.8	54.3	.0014
Stutsman	181,378	17,453	5.5	14.1	28.0	29.4	.0109
Towner	40,665	20,628	6.0	18.3	24.7	39.5	.0017
Traill	85,895	19,918	5.6	14.6	30.5	35.7	.0046
Walsh	120,648	18,905	5.7	14.8	29.5	33.4	.0066
Ward	425,850	17,701	6.0	18.4	31.8	27.4	.0275
Wells	64,403	21,167	5.2	13.0	27.1	39.8	.0030
Williams	204,847	22,963	5.4	10.4	23.6	44.6	.0111
TOTAL METRO COUNTIES	**1,912,154**	**19,535**	**5.3**	**13.6**	**29.2**	**34.5**	**.1178**
TOTAL STATE	**5,027,186**	**18,167**	**5.9**	**15.0**	**28.2**	**31.3**	**.2916**

OHIO

OHIO
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
AKRON	**658.8**	**.2882**	**29.9**	**14.6**	**16.1**	**16.7**	**25.1**	**236.3**	**2,818,861**	**729,188**	**292,934**	**352,660**	**101,701**	**414,088**	**98,186**
Portage	137.0	.0599	25.9	19.7	17.3	15.5	18.8	45.2	401,796	114,825	35,806	19,467	12,481	71,800	10,509
Summit	521.8	.2283	31.0	13.3	15.8	17.0	26.7	191.1	2,417,065	614,363	257,128	333,193	89,220	342,288	87,677
• Akron	234.2	.1025	31.6	14.7	14.9	15.1	29.9	92.0	1,190,560	235,045	137,277	217,134	37,693	180,699	41,629
Cuyahoga Falls	43.3	.0189	30.4	12.5	17.5	17.1	24.9	16.3	158,163	30,788	18,410	6,670	6,314	30,208	7,987
SUBURBAN TOTAL	424.6	.1857	29.0	14.6	16.7	17.6	22.4	144.3	1,628,301	494,143	155,657	135,526	64,008	233,389	56,557
CANTON	**405.2**	**.1773**	**31.2**	**12.3**	**15.8**	**16.7**	**27.3**	**144.4**	**1,797,890**	**454,341**	**168,959**	**252,257**	**72,123**	**303,741**	**59,188**
Carroll	25.9	.0113	30.4	11.3	15.2	15.5	27.6	8.7	85,361	20,084	6,592	7,181	1,504	27,696	400
Stark	379.3	.1660	31.2	12.4	16.0	16.8	27.2	135.7	1,712,529	434,257	162,367	245,076	70,619	276,045	58,788
• Canton	93.7	.0410	32.7	13.5	14.5	15.0	31.6	37.0	532,801	143,130	37,053	58,357	17,837	87,939	14,981
SUBURBAN TOTAL	311.5	.1363	30.8	12.0	16.3	17.2	25.9	107.4	1,265,089	311,211	131,906	193,900	54,286	215,802	44,207
CINCINNATI	**1,403.3**	**.6141**	**30.1**	**12.7**	**16.5**	**16.4**	**25.5**	**504.9**	**6,081,976**	**1,467,600**	**654,237**	**972,821**	**264,498**	**841,791**	**209,470**
Clermont	131.2	.0575	28.1	11.1	17.4	17.3	20.6	43.3	440,809	122,427	32,441	42,443	9,402	91,348	10,508
Hamilton	869.1	.3803	30.8	13.2	16.1	16.0	27.3	324.4	4,092,286	949,290	467,162	734,593	201,791	582,164	123,277
• Cincinnati	380.6	.1666	31.5	15.8	15.3	13.5	31.2	159.1	1,538,472	313,477	238,637	169,834	76,954	220,283	62,964
Warren	100.2	.0438	27.8	13.7	19.1	17.8	18.4	32.4	318,621	62,013	45,671	42,224	17,182	28,900	13,533
Dearborn, Ind.	*34.7*	*.0152*	*31.5*	*10.6*	*15.6*	*16.7*	*27.8*	*11.7*	*94,788*	*23,372*	*9,654*	*2,782*	*3,699*	*14,159*	*9,533*
Boone, Ky.	*47.2*	*.0206*	*27.9*	*11.6*	*20.0*	*17.8*	*17.9*	*15.5*	*406,344*	*76,144*	*29,189*	*92,427*	*3,788*	*34,482*	*7,934*
Campbell, Ky.	*83.0*	*.0363*	*30.5*	*12.0*	*15.3*	*16.4*	*26.7*	*28.8*	*257,211*	*80,726*	*26,981*	*21,397*	*8,104*	*35,880*	*13,337*
Kenton, Ky.	*137.9*	*.0604*	*30.2*	*12.0*	*16.1*	*16.5*	*25.7*	*48.8*	*471,917*	*153,628*	*43,139*	*36,955*	*20,532*	*54,858*	*31,348*
Covington	*48.9*	*.0214*	*31.9*	*12.7*	*14.1*	*15.3*	*30.3*	*19.4*	*249,999*	*66,218*	*26,239*	*12,869*	*11,320*	*49,111*	*10,724*
SUBURBAN TOTAL	1,022.7	.4475	29.6	11.6	16.8	17.5	23.5	345.8	4,543,504	1,154,123	415,600	802,987	187,544	621,508	146,506
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,664.5***	***.7284***	***29.8***	***13.3***	***16.4***	***16.4***	***25.1***	***594.8***	***6,980,003***	***1,734,090***	***741,577***	***1,067,605***	***302,849***	***980,397***	***237,507***
CLEVELAND	**1,888.7**	**.8265**	**31.6**	**12.3**	**16.3**	**17.2**	**27.2**	**698.9**	**8,744,557**	**1,982,141**	**832,389**	**1,334,610**	**350,308**	**1,401,258**	**377,920**
Cuyahoga	1,483.6	.6492	32.3	12.6	15.7	16.8	29.0	564.8	6,909,073	1,547,053	690,955	1,071,001	287,988	1,044,835	314,598
• Cleveland	562.4	.2461	31.6	13.5	15.6	15.4	29.2	221.1	1,727,512	399,904	238,965	246,485	72,166	158,388	83,272
Cleveland Heights	56.1	.0246	36.1	10.7	14.9	15.3	35.7	21.3	216,773	72,833	12,663	29,740	3,901	27,004	12,184
Euclid	59.1	.0259	33.1	14.1	17.4	15.3	31.3	24.5	299,085	41,744	24,404	37,709	14,415	82,975	13,833
Garfield Heights	32.9	.0144	33.6	12.2	14.3	17.5	30.5	12.0	125,961	41,528	8,546	17,877	2,342	628	12,553

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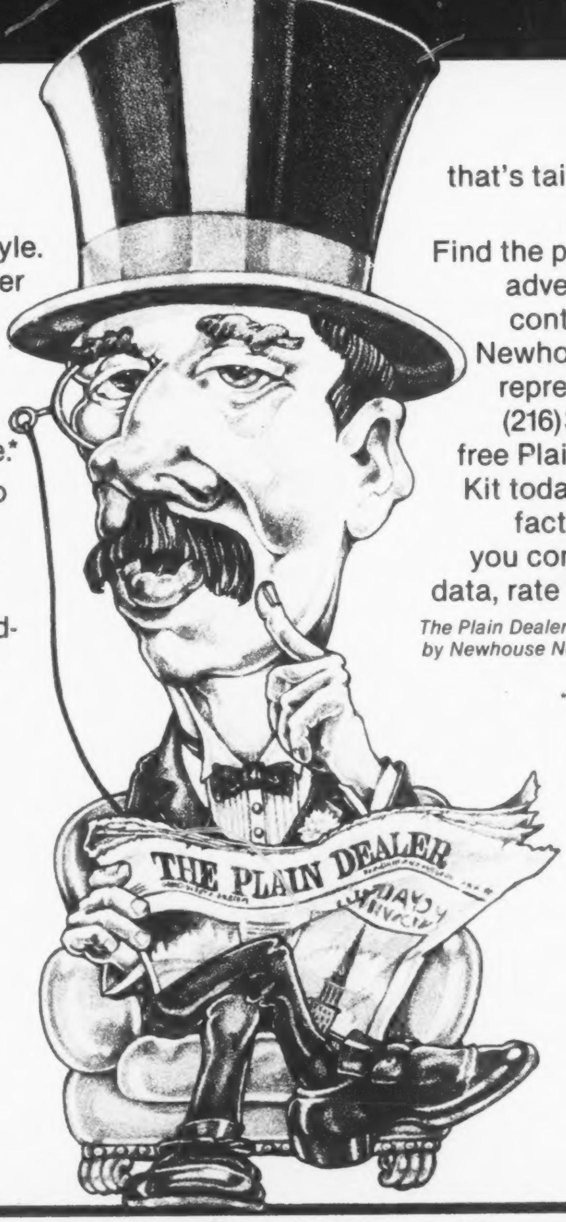

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OHIO (cont.)
S&MM ESTIMATES

	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Lakewood	61.3	.0268	34.5	13.0	15.4	14.7	34.5	27.4	248,889	79,202	27,991	1,318	9,106	80,169	12,079
Parma	92.0	.0403	32.2	12.0	15.1	19.0	26.8	32.5	506,803	131,889	37,695	82,403	21,584	118,048	15,764
Geauga	75.4	.0330	29.2	10.5	17.4	18.5	21.4	23.4	283,095	80,811	16,894	14,515	3,927	58,037	10,197
Lake	213.9	.0936	29.4	11.5	18.6	18.9	20.7	73.5	1,030,318	224,273	89,377	208,400	45,401	178,614	30,875
Medina	115.8	.0507	28.9	10.9	18.0	18.0	21.0	37.2	522,071	130,004	35,163	40,694	12,992	119,772	22,250
SUBURBAN TOTAL	1,326.3	.5804	31.6	11.8	16.4	18.0	26.5	477.8	7,017,045	1,582,237	593,424	1,088,125	278,142	1,242,870	294,648
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,823.8***	***1.2357***	***30.9***	***12.9***	***16.2***	***17.0***	***26.3***	***1,027.6***	***12,571,739***	***2,960,928***	***1,203,035***	***1,853,339***	***494,818***	***1,984,309***	***515,070***
COLUMBUS	**1,099.3**	**.4812**	**28.5**	**15.5**	**17.9**	**16.0**	**22.4**	**404.3**	**4,941,214**	**1,031,007**	**530,454**	**756,646**	**225,029**	**838,162**	**149,546**
Delaware	54.7	.0240	29.1	14.8	15.9	16.1	24.6	18.1	141,450	34,062	14,405	6,241	1,851	24,850	6,282
Fairfield	95.4	.0418	30.8	10.9	16.7	16.5	26.5	32.5	295,918	81,443	29,985	37,001	12,040	47,068	12,714
Franklin	871.9	.3815	28.1	16.3	18.1	15.9	21.7	328.4	4,277,584	856,112	469,613	703,687	206,933	730,740	121,836
• Columbus	566.8	.2481	27.9	18.2	18.2	14.4	22.6	219.9	2,677,258	477,527	317,868	485,807	138,409	416,209	69,689
Madison	33.3	.0146	30.0	11.7	18.4	16.7	24.1	10.9	98,037	27,504	7,334	1,184	1,214	14,388	4,119
Pickaway	44.0	.0193	29.0	12.7	19.0	16.0	22.6	14.4	128,225	31,886	9,117	8,533	2,991	21,116	4,595
SUBURBAN TOTAL	532.5	.2331	29.2	12.6	17.7	17.6	22.0	184.4	2,263,956	553,480	212,586	270,839	86,620	421,953	79,857
DAYTON	**828.7**	**.3627**	**29.5**	**14.0**	**17.8**	**17.3**	**22.9**	**303.3**	**3,491,867**	**757,991**	**343,394**	**564,662**	**166,632**	**550,250**	**83,355**
Greene	130.2	.0570	27.5	15.9	18.5	18.7	17.5	43.8	449,219	134,433	34,219	39,191	14,900	79,993	9,204
Miami	90.8	.0397	30.6	11.5	17.5	16.5	25.8	32.4	336,919	82,353	32,473	36,370	14,633	76,682	10,616
Montgomery	569.2	.2491	29.7	14.1	17.6	17.2	23.6	213.8	2,593,608	522,867	267,269	488,732	134,718	375,092	60,664
• Dayton	200.9	.0879	30.5	16.9	15.0	15.4	27.9	81.2	620,565	97,983	71,487	100,330	38,655	95,477	17,744
Kettering	60.6	.0265	31.3	11.8	16.6	19.7	24.2	23.4	343,726	83,882	31,706	61,154	24,753	45,946	8,182

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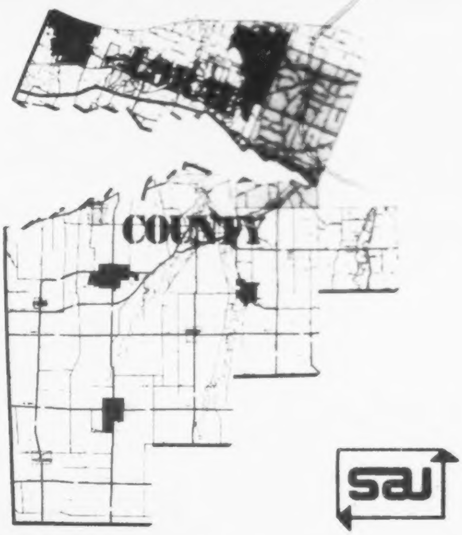

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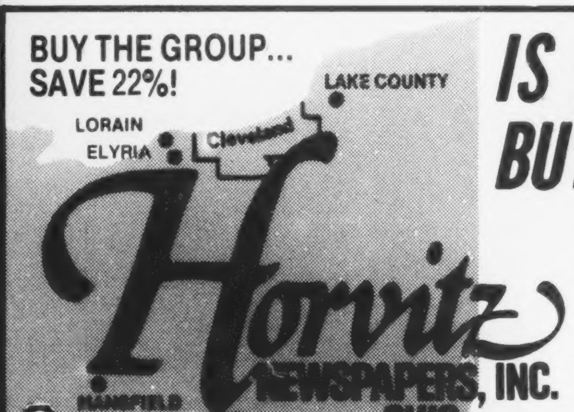
OHIO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Preble	38.5	.0169	30.7	11.5	16.5	16.1	26.8	13.3	112,121	18,338	9,433	369	2,381	18,483	2,871
SUBURBAN TOTAL	627.8	.2748	29.2	13.1	18.6	17.8	21.5	222.1	2,871,302	660,008	271,907	464,132	127,977	454,773	65,611
DAYTON - SPRINGFIELD CONSOLIDATED AREA	***1,012.2***	***.4430***	***29.6***	***13.8***	***17.7***	***17.0***	***23.5***	***369.1***	***4,156,799***	***933,142***	***395,510***	***679,571***	***187,917***	***652,727***	***105,232***
HAMILTON - MIDDLETOWN	**261.2**	**.1143**	**28.3**	**16.3**	**16.2**	**16.6**	**22.5**	**89.9**	**898,027**	**266,490**	**87,340**	**94,784**	**38,351**	**138,606**	**28,037**
Butler	261.2	.1143	28.3	16.3	16.2	16.6	22.5	89.9	898,027	266,490	87,340	94,784	38,351	138,606	28,037
• Hamilton	62.7	.0274	30.9	12.5	14.9	16.8	27.1	24.3	298,503	77,410	29,529	34,282	15,991	43,861	11,616
• Middletown	43.3	.0189	31.1	13.0	15.6	16.8	27.1	16.9	241,219	73,140	23,558	42,383	8,670	29,758	5,853
SUBURBAN TOTAL	155.2	.0680	26.6	18.7	16.8	16.4	19.4	48.7	358,305	115,940	34,253	18,119	13,690	64,987	10,568
LIMA	**219.0**	**.0958**	**30.1**	**11.8**	**15.0**	**15.6**	**27.1**	**75.8**	**882,555**	**186,480**	**79,163**	**135,385**	**35,918**	**139,261**	**32,638**
Allen	112.4	.0491	30.2	12.5	15.2	16.1	26.6	39.6	547,224	101,057	47,835	123,915	22,248	70,761	19,919
• Lima	47.0	.0206	30.0	13.0	14.9	13.9	28.6	17.8	205,914	50,203	26,844	11,712	10,686	28,593	6,412
Auglaize	42.9	.0188	30.5	11.2	14.6	15.5	27.9	14.8	146,390	37,558	15,823	7,012	6,938	25,539	5,124
Putnam	33.1	.0145	27.6	11.0	14.9	14.3	24.7	10.3	89,154	23,077	6,165	1,090	3,184	18,778	3,265
Van Wert	30.6	.0134	32.2	11.0	14.8	15.4	30.5	11.1	99,787	24,788	9,340	3,368	3,548	24,183	4,330
SUBURBAN TOTAL	172.0	.0752	30.2	11.5	14.9	16.1	26.7	58.0	676,641	136,277	52,319	123,673	25,232	110,668	26,226
LORAIN - ELYRIA	**276.3**	**.1210**	**28.4**	**13.1**	**16.9**	**16.7**	**22.1**	**92.4**	**1,008,321**	**249,599**	**77,712**	**166,069**	**42,809**	**168,963**	**38,964**
Lorain	276.3	.1210	28.4	13.1	16.9	16.7	22.1	92.4	1,008,321	249,599	77,712	166,069	42,809	168,963	38,964
• Elyria	57.8	.0253	28.5	13.6	18.1	15.5	22.7	20.5	283,401	53,216	20,911	87,715	16,702	31,005	8,100
• Lorain	75.2	.0329	29.0	12.9	16.4	16.1	24.0	26.1	210,594	51,552	21,614	30,327	10,469	35,762	7,555
SUBURBAN TOTAL	143.3	.0628	28.1	12.9	16.9	17.4	21.0	45.8	514,326	144,831	35,187	48,027	15,638	102,196	23,309



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OHIO (cont.)
ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MANSFIELD	**131.2**	**.0574**	**29.9**	**12.9**	**17.2**	**16.7**	**24.4**	**47.0**	**604,186**	**121,824**	**48,064**	**95,185**	**22,438**	**106,606**	**14,541**
Richland	131.2	.0574	29.9	12.9	17.2	16.7	24.4	47.0	604,186	121,824	48,064	95,185	22,438	106,606	14,541
• Mansfield	53.8	.0235	31.0	15.1	16.4	14.5	29.0	20.8	387,613	60,274	32,883	45,928	15,892	81,375	9,574
SUBURBAN TOTAL	77.4	0339	29.1	11.4	17.8	18.3	21.3	26.2	216,573	61,550	15,181	49,257	6,546	25,231	4,967
NEWARK	**121.9**	**.0534**	**30.3**	**12.7**	**17.1**	**16.6**	**25.3**	**43.0**	**409,848**	**99,464**	**37,236**	**42,537**	**13,426**	**73,345**	**12,811**
Licking	121.9	.0534	30.3	12.7	17.1	16.6	25.3	43.0	409,848	99,464	37,236	42,537	13,426	73,345	12,811
• Newark	41.1	.0180	32.5	11.5	15.7	15.7	30.5	16.1	196,157	50,982	18,007	16,836	5,871	38,893	8,990
SUBURBAN TOTAL	80.8	.0354	29.3	13.3	17.8	17.1	22.7	26.9	213,691	48,482	19,229	25,701	7,555	34,452	3,821
PARKERSBURG - MARIETTA	**164.2**	**.0719**	**30.5**	**12.2**	**18.2**	**15.7**	**26.1**	**58.9**	**778,304**	**182,717**	**52,068**	**137,249**	**29,614**	**137,948**	**22,315**
Washington	64.9	.0284	30.6	12.9	16.4	15.8	27.0	22.8	257,259	75,885	21,173	26,707	10,305	29,916	9,893
• Marietta	16.5	0072	31.7	19.4	11.5	14.9	31.3	6.1	146,803	39,310	13,794	21,854	6,572	14,539	6,974
Wirt, W. Va.	*5.0*	*.0022*	*32.6*	*9.7*	*16.4*	*13.0*	*33.1*	*1.7*	*7,089*	*1,072*	*186*	*418*	*17*	*1,321*	
Wood, W. Va.	*94.3*	*.0413*	*30.3*	*11.8*	*19.6*	*15.8*	*25.0*	*34.4*	*513,956*	*105,760*	*30,709*	*110,124*	*19,292*	*106,711*	*12,422*
• *Parkersburg*	*39.7*	*0174*	*32.0*	*12.5*	*17.3*	*15.2*	*29.6*	*15.8*	*345,773*	*85,199*	*19,694*	*45,071*	*9,116*	*95,064*	*9,693*
SUBURBAN TOTAL	108.0	.0473	29.9	11.0	19.6	16.0	24.0	37.0	285,728	58,208	18,580	70,324	13,926	28,345	5,648
SPRINGFIELD	**183.5**	**.0803**	**30.2**	**13.1**	**16.9**	**15.9**	**26.0**	**65.8**	**664,932**	**175,151**	**52,116**	**114,909**	**21,285**	**102,477**	**21,877**
Champaign	33.9	.0149	31.1	11.9	16.2	15.4	28.3	12.0	95,384	31,594	9,406	7,390	2,036	15,804	3,577
Clark	149.6	.0654	30.1	13.3	17.0	16.0	25.6	53.8	569,548	143,557	42,710	107,519	19,249	86,673	18,300
• Springfield	71.9	0315	31.2	15.2	14.6	14.3	30.1	27.6	246,092	54,419	27,762	19,180	13,742	38,589	12,071
SUBURBAN TOTAL	111.6	.0488	29.8	11.7	18.3	16.9	23.5	38.2	418,840	120,732	24,354	95,729	7,543	63,888	9,806
STEUBENVILLE - WEIRTON	**162.6**	**.0711**	**32.4**	**11.5**	**15.4**	**17.3**	**28.7**	**58.0**	**583,595**	**156,947**	**44,345**	**92,955**	**23,835**	**82,507**	**20,957**
Jefferson	91.2	.0399	33.4	11.5	14.3	17.0	30.7	32.9	355,356	86,641	25,161	67,665	14,432	42,699	10,865
• Steubenville	26.1	.0114	37.1	13.7	12.2	15.5	36.6	10.2	221,478	35,784	13,505	54,628	11,730	26,518	8,481
Brooke, W. Va.	*31.1*	*.0136*	*31.7*	*12.1*	*16.8*	*17.6*	*26.9*	*10.7*	*78,764*	*20,538*	*8,237*	*2,077*	*4,533*	*20,158*	*4,471*
Hancock, W. Va.	*40.3*	*.0176*	*31.1*	*10.8*	*16.9*	*17.9*	*25.5*	*14.4*	*149,475*	*49,768*	*10,947*	*23,213*	*4,870*	*19,650*	*5,621*
• *Weirton*	*24.4*	*.0107*	*32.3*	*10.5*	*15.4*	*18.7*	*27.1*	*8.8*	*149,217*	*41,390*	*10,144*	*23,186*	*5,649*	*27,603*	*6,096*
SUBURBAN TOTAL	112.1	.0490	31.7	11.2	16.1	17.5	27.2	39.0	212,900	79,773	20,696	15,141	6,456	28,386	6,380
TOLEDO	**794.7**	**.3477**	**29.8**	**13.7**	**15.5**	**15.7**	**26.3**	**281.6**	**3,402,507**	**771,956**	**343,855**	**461,369**	**135,406**	**583,479**	**126,455**
Fulton	38.1	.0167	29.2	11.2	16.3	15.1	25.5	12.8	133,619	32,123	10,102	2,147	8,584	33,386	4,671
Lucas	471.7	.2064	30.8	12.8	15.2	15.6	28.0	174.1	2,248,936	518,266	242,884	351,935	88,616	365,844	91,799
• Toledo	352.9	.1544	31.2	13.4	14.9	15.1	29.3	134.5	1,493,440	339,874	173,372	282,844	59,881	147,446	69,318
Ottawa	40.3	.0176	31.7	10.5	15.0	16.3	28.7	14.4	140,767	37,736	17,341	2,359	2,995	27,104	2,350
Wood	108.8	.0476	25.9	22.0	14.6	14.3	22.3	36.3	455,492	92,733	43,759	65,378	23,546	48,611	13,070
Monroe, Mich.	*135.8*	*.0594*	*28.9*	*12.0*	*17.2*	*16.8*	*22.8*	*44.0*	*423,693*	*91,098*	*29,769*	*39,550*	*11,665*	*102,534*	*14,565*
SUBURBAN TOTAL	441.8	.1933	28.7	14.0	16.0	16.1	23.8	147.1	1,909,067	432,082	170,483	178,525	75,525	436,033	57,137
YOUNGSTOWN - WARREN	**530.7**	**.2322**	**31.5**	**12.4**	**14.9**	**17.3**	**27.5**	**188.7**	**2,259,878**	**527,643**	**191,761**	**384,833**	**97,735**	**329,721**	**83,365**
Mahoning	288.3	.1261	32.5	12.5	14.1	17.3	29.1	103.3	1,204,733	274,837	97,537	206,924	58,236	183,887	40,601
• Youngstown	113.7	.0498	33.7	13.1	12.8	15.6	32.8	42.8	400,275	97,637	42,008	38,783	13,142	74,864	18,493

TOLEDO

A RECOMMENDED TEST MARKET

Toledo has been included in a list of recommended U.S. test markets compiled by Paratest and published in Advertising Age, February 9, 1981. Toledo's qualifications include:

- isolation from other sizeable markets
- minimal media spillin and spillout
- economic diversification
- single newspaper penetration

Put it to the test in Toledo . . . with The Blade

TOTAL BLADE CIRCULATION		% CIRCULATION TOLEDO SMSA	
Evening	Sunday	Evening	Sunday
167,560	209,276	56%	62%

ABC Audit 9/30/80

For more information, including Belden demographics and readership,

CALL DIRECT, COLLECT
419/245-6400

THE BLADE
One Of America's Great Newspapers
General Advertising Department
Leslie R. Roby, Manager
541 Superior St., Toledo, Ohio 43660
Member: Metropolitan Newspapers, Inc.
Puck, The Comic Weekly

OHIO (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Trumbull	242.4	.1061	30.5	12.2	16.1	17.4	25.4	85.4	1,055,145	252,806	94,224	177,909	39,499	145,834	42,764
• Warren	56.1	0246	31.0	12.8	15.9	16.3	27.4	21.2	225,474	41,388	34,028	22,208	13,977	51,846	10,102
SUBURBAN TOTAL	360.9	.1578	31.0	12.1	15.5	18.0	25.8	124.7	1,634,129	388,618	115,725	323,842	70,616	203,011	54,770
OTHER COUNTIES															
Adams	24.8	.0109	33.1	9.8	13.0	14.3	33.3	8.4	79,543	28,690	3,100	3,496	1,563	22,249	2,147
Ashland	46.4	.0204	29.0	15.9	15.1	14.4	26.5	16.1	152,085	42,897	15,531	8,945	6,035	18,100	6,789
Ashtabula	104.7	.0458	31.5	11.2	14.8	16.1	28.8	36.3	330,249	74,940	26,421	51,312	12,994	57,426	8,661
Athens	56.7	.0248	24.1	33.1	12.9	11.1	21.8	18.6	169,363	52,854	14,614	14,521	6,470	30,271	4,184
☐ Belmont	82.7	.0362	35.6	10.7	13.4	16.0	34.6	30.6	298,928	95,329	32,272	34,383	5,124	42,145	8,088
Brown	32.3	.0141	31.5	10.4	14.6	15.0	29.9	10.9	63,306	20,603	8,565	2,155	577	6,517	1,912
Clinton	34.9	.0152	30.0	12.5	15.9	15.4	26.7	12.4	138,538	35,426	8,857	9,851	4,685	32,974	3,515
Columbiana	114.0	.0499	32.2	11.2	14.5	16.3	29.6	40.4	395,575	108,005	24,996	33,534	13,383	76,409	19,603
Coshocton	36.2	.0159	33.1	9.9	15.6	16.4	30.6	13.2	113,430	31,936	7,445	9,041	3,778	19,632	4,455
Crawford	50.0	.0219	30.6	11.7	17.4	15.7	26.6	18.3	176,872	45,742	17,407	10,003	7,348	30,404	8,240
Darke	55.6	.0244	31.4	10.8	15.9	15.0	29.2	19.2	188,264	45,710	13,122	18,113	5,897	37,490	5,391
Defiance	40.3	.0176	28.0	13.2	16.5	15.0	23.5	13.5	170,735	39,747	13,882	21,657	8,075	25,828	5,180
Erie	79.9	.0349	30.5	11.6	16.4	16.8	25.8	28.1	362,538	75,756	37,399	68,906	13,210	47,141	13,823
Fayette	27.6	.0121	32.0	10.9	15.9	15.8	29.5	9.8	112,231	24,430	7,708	11,628	3,786	10,985	2,926
Gallia	30.6	.0134	31.3	11.7	15.2	15.0	29.4	10.5	108,554	28,318	8,762	6,771	6,890	15,541	5,096
Guernsey	42.5	.0186	33.4	10.3	14.4	14.9	32.8	15.3	155,252	42,644	17,572	22,689	3,232	17,434	4,517
Hancock	64.8	.0284	30.4	12.2	16.4	15.4	27.0	23.4	292,482	57,680	24,441	47,852	15,980	46,872	9,432
Hardin	32.9	.0144	28.9	17.6	14.4	14.0	27.3	11.3	93,137	32,935	9,056	1,414	3,689	14,449	4,955
Harrison	18.3	.0080	34.6	9.8	13.3	15.9	33.5	6.4	38,825	14,012	2,993	852	1,044	6,764	787
Henry	28.5	.0125	30.7	10.3	15.7	15.1	28.1	9.9	82,861	22,343	6,128	1,567	2,960	15,190	2,652
Highland	33.8	.0148	33.3	10.2	14.3	14.9	32.6	12.1	114,507	37,848	8,017	3,907	3,164	22,304	8,662
Hocking	24.6	.0107	31.7	10.6	15.7	15.5	29.4	8.8	78,516	16,675	9,237	5,817	1,538	14,195	2,691
Holmes	29.9	.0131	26.5	11.1	15.0	13.7	23.6	8.3	73,836	15,081	6,312	1,291	2,489	12,858	4,555
Huron	55.0	.0241	29.2	11.4	15.7	15.4	25.6	19.0	210,839	59,053	17,268	12,161	11,141	44,182	7,595
Jackson	30.9	.0135	32.4	10.6	13.3	15.5	31.0	10.9	96,304	32,862	5,364	10,723	2,793	14,813	7,362
Knox	46.6	.0204	31.1	14.7	15.3	15.4	28.6	16.2	132,532	33,946	14,132	18,645	4,601	18,926	7,061
☐ Lawrence	64.4	.0282	30.8	11.1	16.4	16.7	26.5	22.4	208,046	52,276	11,235	24,925	16,631	34,359	7,415
Logan	39.5	.0172	32.3	10.5	13.9	15.0	31.3	14.5	141,225	38,635	15,818	11,654	5,282	25,562	5,022
Marion	68.2	.0299	30.1	12.3	17.5	16.3	25.0	24.1	281,917	61,948	23,639	56,293	10,449	46,235	9,358
Meigs	24.0	.0105	33.7	9.9	14.1	15.4	32.7	8.6	67,660	23,883	4,684	4,182	5,024	7,735	3,015
Mercer	38.6	.0169	29.1	10.9	14.0	15.2	26.5	12.4	131,686	33,695	12,576	10,735	4,978	23,346	2,799
Monroe	17.5	.0077	32.9	10.0	15.9	15.4	31.3	6.1	46,878	19,347	1,758	2,107	452	12,227	778
Morgan	14.4	.0063	33.5	10.3	14.1	14.5	33.3	5.0	25,105	6,723	1,387	943	1,043	3,452	564
Morrow	26.9	.0117	29.8	11.0	16.4	15.5	26.0	9.0	59,926	17,160	3,635	1,577	1,234	11,413	2,854
Muskingum	83.8	0367	31.4	12.4	14.5	15.4	29.4	29.9	308,477	77,141	24,024	41,483	10,674	45,144	10,293
Noble	11.4	.0050	34.0	9.4	13.3	14.8	33.9	4.0	33,546	10,183	1,616	140	993	10,465	863
Paulding	21.5	.0095	28.7	11.6	16.8	14.7	24.7	7.1	46,388	13,004	4,420	1,164	4,318	5,930	882
Perry	31.4	.0137	31.7	11.0	13.6	14.7	30.8	10.7	63,789	20,867	4,772	1,153	1,924	11,959	873
Pike	23.1	.0101	30.9	10.4	15.1	15.0	28.7	7.9	69,238	20,558	5,352	768	1,675	9,659	3,666
Ross	65.3	.0286	31.8	10.9	16.8	16.7	27.8	22.4	257,702	65,508	27,177	51,504	7,679	34,643	9,489
Sandusky	63.5	.0277	29.7	11.4	15.3	15.8	26.1	21.9	232,956	57,159	24,192	14,951	10,887	44,332	9,318
Scioto	85.0	.0372	32.6	10.6	14.0	15.3	31.3	29.9	314,596	86,457	26,488	46,059	15,047	43,186	13,307
Seneca	62.1	.0272	28.9	13.5	14.7	14.9	26.1	21.1	178,938	46,949	15,324	14,545	8,248	19,802	7,408
Shelby	43.5	.0191	28.9	11.8	16.0	14.9	25.4	14.5	133,720	31,435	12,820	13,150	5,599	28,550	4,260
Tuscarawas	85.2	.0373	32.4	10.9	15.4	16.0	30.0	31.0	312,712	75,105	31,902	38,533	17,346	47,849	9,263
Union	30.0	.0131	30.8	10.9	16.3	15.8	27.3	10.2	76,667	21,587	7,084	3,984	1,906	18,018	3,006
Vinton	11.8	.0052	32.2	10.8	13.5	13.9	32.4	4.0	17,052	3,843	1,955	325	473	4,211	724
Wayne	98.4	.0431	28.6	13.8	16.7	15.3	24.0	32.9	349,083	87,198	26,509	35,804	13,218	68,735	9,905
Williams	36.6	.0160	30.8	10.6	16.6	14.8	28.1	13.1	122,660	30,394	12,396	9,867	4,440	15,592	2,886
Wyandot	22.7	.0100	31.1	10.6	14.7	15.5	28.9	7.9	67,542	16,881	6,173	1,714	5,177	10,015	2,119
TOTAL METRO COUNTIES	**8,667.1**	**3.7929**	**30.2**	**13.4**	**16.5**	**16.6**	**25.5**	**3,136.2**	**37,472,255**	**8,706,032**	**3,690,723**	**5,689,296**	**1,586,363**	**5,892,954**	**1,295,897**
TOTAL STATE	**10,813.3**	**4.7324**	**30.3**	**13.2**	**16.2**	**16.4**	**26.0**	**3,881.7**	**44,742,092**	**10,591,831**	**4,314,753**	**6,448,782**	**1,872,751**	**7,099,968**	**1,560,740**

Cleveland
Trumbull
Mercer
Youngstown Ohio
70 mi.
Mahoning
Lawrence
Columbiana
70 mi.
Pittsburgh

Don't miss the Market "In-Between"

The Youngstown Vindicator is the single dominant medium covering the 5-County market between Cleveland and Pittsburgh

- ● More Consumers than the Metro area.
- ● More Consumers than TV's A.D.I.
- ● A retail Market worth over 3 Billion

	METRO AREA (Mahoning and Trumbull Counties)	TV-A.D.I. (Mahoning, Trumbull, Lawrence and Mercer Counties) S-4 '81	NEWSPAPER PRI. MKT. (Mahoning, Trumbull, Mercer Columbiana and Lawrence Co.)
Population	530,700	764,200	878,200
Households	188,700	271,800	312,200
EBI	$4,319,329,000	$5,885,827,000	$6,641,634,000
Retail Sales	2,259,878,000	3,173,335,000	3,568,910,000
Food Sales	527,643,000	759,810,000	867,815,000
Gen. Mdse. Sales	384,833,000	489,022,000	522,556,000
Automotive Sales	329,721,000	563,455,000	639,864,000

Source, 1981 Sales Management Survey of Buying Power

Anytime you are advertising in Eastern Ohio or Western Pennsylvania, make Youngstown Vindicator a must! It measures up in households coverage, higher quality households and is an important contributor to the economy of this region and the nation.

DAILY 102,319 SUNDAY 155,159

★ ABC Publishers Interim Statement, 3 months ending March 31, 1981

Represented by STORY and KELLY-SMITH, Inc.

"The Peoples Paper" Youngstown Vindicator Youngstown, Ohio

OHIO

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
AKRON	**5,222,150**	**20,461**	**4.2**	**11.7**	**33.6**	**34.4**	**.2890**
Portage	1,022,741	20,362	4.0	12.2	36.4	33.3	.0526
Summit	4,199,409	20,486	4.3	11.5	32.9	34.7	.2364
• Akron	1,844,751	18,335	5.2	13.2	31.7	28.6	.1083
Cuyahoga Falls	382,295	22,676	3.4	10.2	34.2	40.7	.0192
SUBURBAN TOTAL	3,377,399	21,681	3.6	10.7	34.8	38.0	.1807
CANTON	**3,163,166**	**20,407**	**4.0**	**11.3**	**35.1**	**33.5**	**.1784**
Carroll	160,512	17,528	4.8	14.2	35.2	23.8	.0093
Stark	3,002,654	20,577	4.0	11.1	35.1	34.1	.1691
• Canton	691,270	17,303	5.3	13.8	33.6	24.2	.0438
SUBURBAN TOTAL	2,471,896	21,451	3.5	10.4	35.6	36.7	.1346
CINCINNATI	**11,560,857**	**20,656**	**4.2**	**11.8**	**29.1**	**36.9**	**.6303**
Clermont	1,072,082	23,854	3.5	9.2	28.3	46.0	.0548
Hamilton	7,581,336	20,630	4.3	11.6	27.7	37.6	.4120
• Cincinnati	3,075,605	16,098	5.5	14.8	27.3	26.0	1659
Warren	751,423	21,821	3.3	10.4	36.1	37.9	.0394
Dearborn, Ind.	*195,750*	*15,938*	*5.7*	*18.4*	*36.2*	*17.4*	*.0113*
Boone, Ky.	*371,723*	*22,964*	*2.9*	*10.1*	*31.9*	*42.7*	*.0270*
Campbell, Ky.	*564,512*	*18,065*	*5.2*	*14.3*	*33.7*	*26.7*	*.0308*
Kenton, Ky.	*1,024,031*	*19,237*	*4.6*	*13.2*	*30.0*	*32.8*	*.0550*
Covington	*330,287*	*14,964*	*6.6*	*16.3*	*28.5*	*21.3*	*.0212*
SUBURBAN TOTAL	8,485,252	22,555	3.6	10.4	30.0	42.0	.4644
CINCINNATI - HAMILTON CONSOLIDATED AREA	***13,671,863***	***20,831***	***4.1***	***11.6***	***29.5***	***37.3***	***.7392***
CLEVELAND	**17,107,999**	**22,303**	**3.7**	**10.2**	**29.2**	**41.5**	**.9083**
Cuyahoga	13,550,717	21,555	3.9	10.8	29.0	39.5	.7180
• Cleveland	3,834,774	15,901	5.6	15.0	21.6	21.3	2086
Cleveland Heights	621,321	25,123	3.5	10.4	[illegible]	50.4	.0288
Euclid	589,672	22,894	3.3	11.0	32.9	42.3	.0307
Garfield Heights	280,370	22,722	3.1	9.6	34.8	41.2	.0145
Lakewood	639,994	20,542	4.7	12.7	31.1	36.2	.0307
Parma	834,102	24,662	2.5	7.1	31.9	48.7	.0468
Geauga	622,486	24,535	2.8	8.4	30.0	48.5	.0325
Lake	2,078,921	26,968	2.2	6.3	26.3	57.3	.1080
Medina	855,875	21,655	3.2	10.2	37.6	36.5	.0498
SUBURBAN TOTAL	13,273,225	25,264	2.8	8.0	28.0	50.9	.6997
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***24,432,266***	***21,717***	***3.8***	***10.5***	***30.9***	***39.3***	***1.3107***
COLUMBUS	**9,169,774**	**20,087**	**4.4**	**13.0**	**30.7**	**35.1**	**.5026**
Delaware	381,665	19,170	4.5	14.1	34.2	30.4	.0197
Fairfield	593,558	17,104	5.1	16.1	35.7	22.4	.0340
Franklin	7,698,628	20,722	4.3	12.3	29.9	37.2	.4214
• Columbus	4,511,916	18,051	5.3	14.3	30.8	28.9	.2571
Madison	213,760	18,086	4.9	16.1	33.2	27.1	.0119
Pickaway	282,163	17,980	4.9	15.4	33.1	27.3	.0156
SUBURBAN TOTAL	4,657,858	22,518	3.5	11.3	30.6	42.4	.2455
DAYTON	**6,939,228**	**21,015**	**3.8**	**11.8**	**32.3**	**37.0**	**.3723**
Greene	1,126,468	23,594	3.1	9.6	30.2	45.6	.0564
Miami	651,916	18,931	4.0	13.3	36.5	27.9	.0364
Montgomery	4,898,031	21,073	3.9	11.8	31.9	37.3	.2653
• Dayton	1,479,925	16,496	5.4	15.6	31.2	23.9	.0777
Kettering	645,813	25,016	2.7	8.6	30.4	50.1	.0338
Preble	262,813	[illegible]	4.6	14.7	34.6	27.9	.0142
SUBURBAN TOTAL	5,459,303	22,604	3.2	10.4	32.6	41.9	.2946
DAYTON - SPRINGFIELD CONSOLIDATED AREA	***8,224,426***	***20,447***	***4.0***	***12.2***	***33.0***	***35.0***	***.4444***
HAMILTON - MIDDLETOWN	**2,111,006**	**21,737**	**3.8**	**10.6**	**30.8**	**39.3**	**.1089**
Butler	2,111,006	21,737	3.8	10.6	30.8	39.3	.1089
• Hamilton	509,237	19,610	4.7	11.3	30.9	32.7	.0288
• Middletown	392,235	20,930	3.7	11.8	29.2	38.1	.0221

Akron
Beacon
Journal

Number One in the Nation!

In the race for household penetration the Akron Beacon Journal finished first in the nation in 1980 among newspapers with **City Zones of 500,000 population or more.**

Circulation	**City Zone Penetration**
Evening 161,955	**73%**
Sunday 217,782	**85%**

The next time you're out to win Akron's share of the lucrative N.E. Ohio market, consider the Beacon Journal's track record and put your money on a winner!

Akron Beacon Journal

The one buy that does it all in Akron!

Represented nationally by Knight-Ridder Newspaper Sales, Inc.

OHIO (cont.)
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SUBURBAN TOTAL	1,209,534	22,998	3.3	9.8	31.4	42.9	.0580
LIMA	**1,619,140**	**19,795**	**4.2**	**12.2**	**32.7**	**32.9**	**.0911**
Allen	873,755	19,866	4.3	12.6	31.6	34.1	.0509
• Lima	348,517	17,451	5.1	14.9	31.5	27.0	.0201
Auglaize	307,457	20,067	3.8	11.3	35.1	32.0	.0167
Putnam	216,610	19,628	3.9	13.2	33.8	31.9	.0116
Van Wert	221,318	19,323	4.6	11.0	33.0	30.7	.0119
SUBURBAN TOTAL	1,270,623	20,475	3.9	11.4	33.2	34.7	.0710
LORAIN - ELYRIA	**2,102,117**	**21,075**	**3.2**	**10.2**	**38.2**	**34.5**	**.1134**
Lorain	2,102,117	21,075	3.2	10.2	38.2	34.5	.1134
• Elyria	452,256	20,860	3.6	11.2	35.9	34.6	.0263
• Lorain	539,695	19,187	3.9	12.1	40.0	27.1	.0280
SUBURBAN TOTAL	1,110,166	22,279	2.7	8.7	38.0	38.8	.0591
MANSFIELD	**959,678**	**19,020**	**4.5**	**13.1**	**35.4**	**29.0**	**.0567**
Richland	959,678	19,020	4.5	13.1	35.4	29.0	.0567
• Mansfield	391,636	16,573	5.6	14.8	31.1	24.2	.0275
SUBURBAN TOTAL	568,042	20,621	3.5	11.9	38.6	32.9	.0292
NEWARK	**781,365**	**17,175**	**4.7**	**15.2**	**37.7**	**21.2**	**.0449**
Licking	781,365	17,175	4.7	15.2	37.7	21.2	.0449
• Newark	271,153	15,515	5.9	15.8	34.4	17.5	.0172
SUBURBAN TOTAL	510,212	18,060	4.0	14.9	39.6	23.5	.0277
PARKERSBURG - MARIETTA	**1,222,883**	**19,120**	**4.3**	**12.4**	**31.1**	**31.7**	**.0723**
Washington	432,374	17,330	4.5	15.2	33.1	24.9	.0256
• Marietta	121,447	16,549	4.9	15.2	27.3	27.7	.0094
Wirt, W. Va.	*23,771*	*11,280*	*7.6*	*15.3*	*26.6*	*12.5*	*.0014*
Wood, W. Va.	*766,738*	*20,718*	*4.1*	*10.4*	*30.1*	*37.1*	*.0453*
• *Parkersburg*	*345,677*	*19,738*	*4.9*	*11.4*	*28.2*	*35.1*	*.0237*
SUBURBAN TOTAL	755,759	19,247	4.0	12.4	33.1	30.8	.0392
SPRINGFIELD	**1,285,198**	**18,175**	**4.8**	**14.0**	**36.2**	**25.8**	**.0721**
Champaign	226,825	17,716	4.8	15.0	35.2	25.0	.0123

Cincinnati Daily Newspapers
More Than 1,000,000 Adult Readers.

The unduplicated net reach of the two Cincinnati daily newspapers increases from 58.8% with one issue to 76.9% over five issues of the newspapers. This is an audience increase of 242,200 adults.*

With five issues of Cincinnati's daily newspapers, advertisers achieve an unduplicated net reach of nearly 8 out of 10 adults, with an average frequency of 3.8.

CINCINNATI DAILY NEWSPAPERS*

Number of issues	One	Two	Five
Adult Readers	790,100	911,800	1,032,300
Unduplicated Net Reach	58.8%	67.9%	76.9%
Average Frequency	(1.0)	(1.7)	(3.8)
TOTAL ADULTS IN A.D.I.			1,343,200

Among adults with high incomes ($35,000), net reach climbs to 86.4% with five issues. Cincinnati daily newspapers reach more of your prime prospects.

COMBINATION ADVERTISING RATES

ADVERTISERS WHO USE BOTH DAILY NEWSPAPERS FOR THE SAME AD WILL EARN A FIFTEEN PERCENT DISCOUNT ON EACH AD... BEST MEDIA BUY IN CINCINNATI.

*Source: 1980 Three Sigma Syndicated Newspaper Study

The Enquirer and The Post
617 Vine St., Cincinnati, Ohio 45202 (513) 721-2700

GANNETT NEWSPAPER ADVERTISING SALES,
MEMBER METROPOLITAN SUNDAY
NEWSPAPERS, INC. — REPRESENTING
SUNDAY AND METRO COMICS.

OHIO (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Clark	1,058,373	18,275	4.8	13.8	36.5	25.9	.0598
● Springfield	489,841	16,294	5.6	15.3	33.7	20.9	.0274
SUBURBAN TOTAL	795,357	19,455	4.2	13.2	37.9	29.5	.0447
STEUBENVILLE - WEIRTON	**1,344,631**	**22,250**	**4.0**	**10.0**	**29.2**	**40.8**	**.0693**
Jefferson	731,336	21,378	4.3	10.3	29.9	37.5	.0392
● Steubenville	228,520	20,086	5.0	10.8	25.3	35.9	.0155
Brooke, W. Va.	*262,453*	*23,386*	*3.8*	*9.5*	*28.0*	*44.9*	*.0123*
Hancock, W. Va.	*350,842*	*23,578*	*3.7*	*9.5*	*28.6*	*45.2*	*.0178*
● Weirton	*224,813*	*24,246*	*3.3*	*8.0*	*29.1*	*47.3*	*.0130*
SUBURBAN TOTAL	891,298	22,239	4.0	10.2	30.3	40.6	.0408
TOLEDO	**6,784,665**	**21,971**	**3.9**	**10.0**	**29.3**	**40.4**	**.3622**
Fulton	274,804	20,444	4.5	11.5	32.9	34.6	.0151
Lucas	4,242,981	21,883	4.0	10.1	28.2	40.6	.2281
● Toledo	3,068,563	20,744	4.3	10.8	28.8	37.3	.1619
Ottawa	302,814	20,138	4.2	11.4	32.2	34.4	.0162
Wood	861,380	21,127	4.5	10.8	31.7	36.6	.0474
Monroe, Mich.	*1,102,686*	*23,950*	*3.0*	*8.1*	*29.9*	*46.3*	*.0554*
SUBURBAN TOTAL	3,716,102	22,982	3.6	9.3	29.8	43.2	.2003
YOUNGSTOWN - WARREN	**4,319,329**	**21,347**	**3.5**	**9.6**	**34.2**	**37.2**	**.2357**
Mahoning	2,274,222	20,411	3.8	9.9	35.1	33.9	.1253
● Youngstown	812,513	17,527	4.9	12.1	34.4	24.8	.0448
Trumbull	2,045,107	22,508	3.1	9.4	33.0	41.4	.1104
● Warren	490,892	21,550	3.9	9.9	29.8	39.5	.0254
SUBURBAN TOTAL	3,015,924	22,568	2.9	8.8	34.8	41.2	.1655
OTHER COUNTIES							
Adams	99,657	9,689	7.9	18.6	20.1	10.1	.0073
Ashland	328,831	18,667	4.9	14.3	33.6	29.3	.0179
Ashtabula	709,302	18,500	4.5	13.6	36.4	26.0	.0390
Athens	342,550	14,610	7.0	16.5	28.9	19.8	.0197
☐ Belmont	561,796	17,260	5.2	13.8	33.5	24.2	.0320
Brown	158,337	12,951	6.8	19.0	30.4	11.3	.0093
Clinton	234,459	17,410	4.7	14.1	32.8	25.6	.0138
Columbiana	755,807	17,186	5.0	15.2	36.1	22.2	.0432
Coshocton	234,196	16,611	5.2	15.1	32.8	22.9	.0130
Crawford	356,083	18,325	4.0	14.1	35.5	26.7	.0197
Darke	385,073	18,902	4.9	12.2	32.8	30.3	.0212
Defiance	291,989	20,499	3.4	11.1	32.4	34.8	.0170
Erie	596,489	20,180	3.7	10.9	35.2	32.6	.0346

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Fayette	174,870	15,505	6.0	18.3	27.9	23.6	.0107
Gallia	153,474	12,156	6.6	17.5	26.0	13.7	.0102
Guernsey	264,001	15,290	6.2	15.3	29.1	21.8	.0160
Hancock	563,958	22,189	4.0	11.1	28.2	41.3	.0304
Hardin	185,771	15,080	5.7	15.6	32.5	17.8	.0109
Harrison	105,852	16,344	5.1	14.0	35.8	19.0	.0057
Henry	190,335	18,222	4.3	14.9	34.3	26.0	.0102
Highland	172,230	12,201	7.1	19▲	27.0	12.7	.0113
Hocking	132,946	13,956	6.0	18.7	31.6	14.4	.0082
Holmes	148,540	15,628	6.0	17.4	29.5	22.8	.0090
Huron	377,660	18,918	5.2	11.7	35.7	27.9	.0218
Jackson	143,316	11,489	7.2	19.2	26.3	10.0	.0097
Knox	278,180	15,455	5.4	17.9	34.9	17.1	.0158
☐ Lawrence	339,514	13,711	6.1	18.2	31.8	13.1	.0215
Logan	264,185	16,254	5.4	14.8	31.1	23.1	.0152
Marion	479,612	18,798	4.2	13.4	36.1	28.0	.0280
Meigs	113,716	11,768	7.7	16.0	28.9	10.3	.0074
Mercer	257,952	19,468	4.1	12.4	34.4	31.0	.0146
Monroe	95,940	14,671	5.5	14.9	31.9	17.2	.0057
Morgan	87,388	15,612	5.9	15.9	30.7	21.1	.0044
Morrow	152,152	16,015	4.6	17.6	36.5	18.1	.0085
Muskingum	580,852	17,890	5.3	13.0	30.8	28.1	.0328
Noble	53,830	11,690	6.3	19.8	26.7	10.5	.0036
Paulding	130,034	17,975	3.9	12.7	36.2	24.7	.0069
Perry	158,940	13,950	5.6	17.3	32.2	13.9	.0092
Pike	110,668	11,707	7.5	16.4	26.6	12.9	.0072
Ross	381,888	15,786	5.1	15.9	34.9	17.8	.0242
Sandusky	430,335	18,623	4.0	13.4	34.7	28.1	.0248
Scioto	441,163	13,073	7.3	16.6	29.7	13.9	.0292
Seneca	451,144	20,118	3.6	10.9	33.7	33.4	.0235
Shelby	272,018	17,686	4.5	16.5	36.4	23.8	.0155
Tuscarawas	529,834	16,371	4.9	15.8	36.1	19.4	.0318
Union	185,870	16,007	5.6	17.4	33.9	20.4	.0101
Vinton	51,862	11,384	7.1	20.5	25.4	9.3	.0030
Wayne	735,433	20,261	4.0	12.1	34.4	34.0	.0398
Williams	270,594	19,604	4.2	11.5	31.8	32.7	.0144
Wyandot	151,397	18,000	5.4	14.9	32.5	27.0	.0082
TOTAL METRO COUNTIES	**71,931,990**	**20,871**	**4.0**	**11.4**	**31.3**	**36.8**	**3.9047**
TOTAL STATE	**85,702,703**	**20,076**	**4.2**	**12.0**	**31.6**	**34.3**	**4.6983**

OKLAHOMA

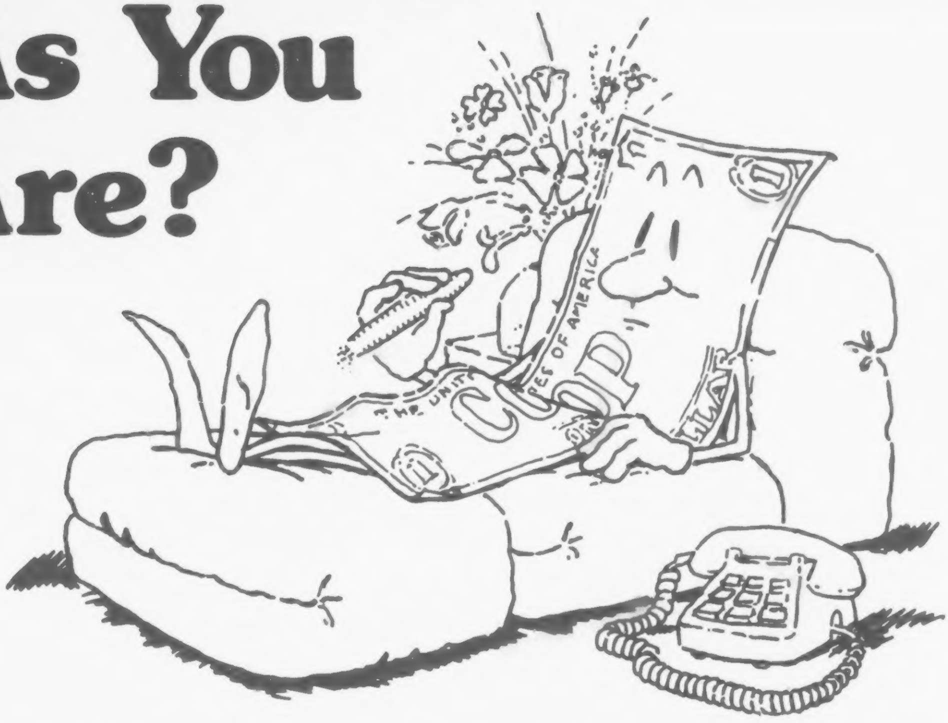
OKLA.

S&MM ESTIMATES

POPULATION—12/31/80 — RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ENID	**63.4**	**.0278**	**31.0**	**12.8**	**15.8**	**15.6**	**28.1**	**24.3**	**333,167**	**65,496**	**27,743**	**31,826**	**17,687**	**78,625**	**15,805**
Garfield	63.4	.0278	31.0	12.8	15.8	15.6	28.1	24.3	333,167	65,496	27,743	31,826	17,687	78,625	15,805
● Enid	50.9	.0223	30.7	12.9	15.8	16.3	26.8	19.9	319,841	62,051	27,302	31,626	17,562	75,907	14,724
SUBURBAN TOTAL	12.5	.0055	32.4	12.6	15.9	12.6	33.3	4.4	13,326	3,445	441	200	125	2,718	1,081
LAWTON	**112.9**	**.0494**	**23.1**	**27.1**	**16.2**	**12.9**	**13.4**	**35.6**	**399,396**	**86,689**	**29,876**	**57,031**	**24,477**	**100,850**	**6,393**
Comanche	112.9	.0494	23.1	27.1	16.2	12.9	13.4	35.6	399,396	86,689	29,876	57,031	24,477	100,850	6,393
● Lawton	80.6	.0353	23.9	18.4	17.9	13.8	15.3	29.7	373,598	72,630	28,029	56,986	23,716	98,933	6,205
SUBURBAN TOTAL	32.3	.0141	22.3	48.7	11.9	10.7	8.7	5.9	25,798	14,059	1,847	45	561	1,917	188
OKLAHOMA CITY	**843.7**	**.3693**	**28.4**	**14.2**	**17.6**	**16.9**	**21.4**	**318.8**	**4,463,795**	**894,636**	**392,480**	**578,298**	**236,174**	**1,071,938**	**95,029**
Canadian	58.4	.0256	29.6	10.8	17.4	17.1	23.6	19.4	236,420	52,823	12,542	13,529	4,815	106,595	3,379
Cleveland	137.0	.0600	25.6	21.9	20.6	14.9	15.6	47.6	421,942	83,309	42,042	54,192	21,649	116,913	10,023
Norman	68.5	.0300	24.8	28.5	19.1	13.2	17.0	24.5	319,153	52,083	30,600	45,587	16,756	93,078	8,318
McClain	20.8	.0091	32.9	9.4	15.6	17.1	29.6	7.2	64,472	20,982	3,910	5,221	424	20,776	1,141
Oklahoma	571.3	.2500	28.5	13.1	17.4	17.4	21.3	224.1	3,524,025	680,956	311,486	469,556	201,478	797,374	75,408
Midwest City	49.6	.0217	26.5	13.2	17.1	19.4	16.1	17.9	290,670	89,547	17,987	31,447	3,859	98,046	4,807
● Oklahoma City	405.5	.1775	29.3	12.6	16.9	16.7	23.6	164.0	2,631,926	452,949	242,796	392,089	177,284	539,013	45,563
Pottawatomie	56.2	.0246	33.4	11.6	14.1	16.2	31.5	20.5	216,936	56,566	22,500	35,800	7,808	30,280	5,078
SUBURBAN TOTAL	438.2	.1918	27.6	15.6	18.4	17.0	19.4	154.8	1,831,869	441,687	149,684	186,209	58,890	532,925	49,466
TULSA	**699.6**	**.3061**	**30.5**	**11.9**	**17.8**	**17.8**	**24.2**	**264.2**	**3,433,899**	**725,171**	**238,832**	**468,203**	**176,004**	**805,938**	**66,555**
Creek	60.2	.0263	31.6	10.7	16.6	16.5	27.9	21.4	169,715	57,696	9,804	15,394	3,899	37,634	4,005
Mayes	32.9	.0144	33.1	9.5	14.6	16.1	31.1	11.9	127,125	38,466	7,862	8,151	3,067	30,591	3,327
Osage	40.0	.0175	34.6	9.7	15.0	17.2	32.2	14.7	69,547	22,048	3,294	2,002	2,664	17,276	2,414
Rogers	47.8	.0209	31.1	10.2	17.5	18.2	25.0	16.2	148,324	33,726	9,059	11,325	3,209	39,873	910
Tulsa	475.4	.2081	29.9	12.7	18.4	18.3	22.3	185.7	2,868,597	554,436	205,962	425,720	161,552	673,207	54,721
● Tulsa	361.8	.1583	30.2	12.6	18.3	18.2	23.1	147.0	2,466,240	441,472	186,083	382,277	148,680	565,435	48,082

Is Your Co-op Dollar Working As Hard As You Are?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CO-OP

You're a multi-million dollar company and you've set aside quite a bit of money for an aggressive co-op program but nothing is happening. Why?

One reason may be that the communication link between your distributor and the media representative needs improvement.

The sales staff of the Tulsa World and The Tulsa Tribune are trained to provide professional assistance in producing co-op advertising programs to benefit both the retailer and the manufacturer.

To find out how easy you can effectively put your co-op dollars to work in reaching 70% of the 445,000 adults in the Tulsa SMSA*, call Steve Bright, manager, Co-op Advertising, (918) 583-2161. Make your newspaper co-op dollar work for you in the terrific Tulsa market.

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Newspaper Printing Corporation
Agent For
TULSA WORLD ★ The Tulsa Tribune
Two independent and separately owned newspapers represented nationally by Branham

OKLA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Wagoner	43.3	.0189	30.8	10.8	17.6	16.1	26.5	14.3	50,591	18,799	2,851	5,611	1,613	7,357	1,178
SUBURBAN TOTAL	337.8	.1478	30.9	11.1	17.2	17.4	25.5	117.2	967,659	283,699	52,749	85,926	27,324	240,503	18,473
OTHER COUNTIES															
Adair	18.8	.0082	30.9	10.6	13.3	14.6	29.9	6.2	41,667	15,400	641	2,743	1,147	8,300	1,266
Alfalfa	7.1	.0031	43.5	6.4	11.5	15.3	43.4	2.9	18,389	4,615	1,076	163	374	2,391	542
Atoka	12.8	.0056	33.3	10.2	15.1	15.9	31.5	4.4	36,170	11,331	1,777	5,099	633	6,049	1,235
Beaver	6.9	.0030	34.8	8.2	15.2	18.1	31.6	2.6	13,572	3,893	1,061		73	2,470	521
Beckham	19.5	.0086	39.3	9.2	11.5	14.9	39.3	7.6	110,002	29,100	8,917	11,965	2,356	17,485	3,368
Blaine	13.6	.0059	35.4	8.6	13.5	14.9	35.6	5.2	45,499	12,108	2,430	867	1,223	7,392	1,987
Bryan	30.9	.0135	33.0	15.3	12.8	14.2	33.2	11.8	87,842	20,175	5,781	8,982	3,857	20,931	2,060
Caddo	31.0	.0136	33.4	9.7	13.4	14.9	33.0	11.2	100,728	27,343	4,410	8,174	4,444	24,993	3,049
Carter	44.0	.0192	34.1	9.4	13.5	16.7	32.1	16.5	196,279	52,778	14,436	23,503	8,823	36,850	4,170
Cherokee	31.3	.0137	27.6	19.0	13.9	13.5	26.2	10.9	89,185	28,364	10,097	9,802	1,806	11,450	2,236
Choctaw	17.4	.0076	35.9	9.2	11.6	14.1	36.8	6.4	52,024	15,567	2,128	3,622	790	15,922	1,604
Cimarron	3.6	.0016	33.3	7.8	15.6	19.2	28.2	1.4	12,729	2,914	1,063	139	334	2,819	215
Coal	6.1	.0026	37.6	9.3	10.6	15.4	37.2	2.3	8,375	3,197	303	2,064	37	1,213	268
Cotton	7.4	.0033	38.0	8.9	13.7	14.6	38.2	2.9	23,526	7,670	1,303	948	463	8,084	367
Craig	15.1	.0066	37.5	9.3	13.8	16.4	36.3	5.5	65,944	13,833	5,157	7,148	1,627	14,810	2,263
Custer	26.2	.0115	27.3	22.7	13.1	13.3	26.6	9.6	127,661	34,370	8,535	10,170	6,113	30,211	4,267
Delaware	24.4	.0107	36.6	9.0	12.7	14.9	36.7	9.0	60,986	16,343	4,642	7,261	2,526	11,959	1,857
Dewey	6.0	.0026	39.1	7.5	13.2	15.2	39.0	2.3	11,963	3,604	898	441	122	2,452	84
Ellis	5.6	.0024	39.2	7.4	12.7	14.6	39.4	2.2	19,265	4,208	676	161	262	7,101	566
Garvin	28.1	.0123	36.3	9.1	12.9	16.1	35.3	10.7	92,049	23,931	5,803	6,815	2,977	21,719	2,660
Grady	40.3	.0176	33.4	10.6	14.5	15.2	32.5	14.6	137,877	29,788	10,439	15,106	4,449	31,779	3,154
Grant	6.5	.0029	43.7	6.0	11.7	16.4	43.1	2.7	15,291	4,120	1,412	207	413	4,947	596
Greer	6.8	.0030	40.8	12.9	11.1	13.9	41.4	2.8	25,454	9,171	804	810	1,164	4,459	667
Harmon	4.5	.0019	40.5	7.9	11.2	13.7	41.3	1.8	11,965	4,220	328	275	252	2,288	955
Harper	4.7	.0021	36.4	8.5	13.6	19.5	32.4	1.9	13,862	4,104	763	132	184	2,306	579
Haskell	11.1	.0048	35.1	9.8	13.4	15.8	34.3	4.3	30,650	9,804	804	1,306	1,151	9,204	1,026
Hughes	14.4	.0063	40.9	8.6	11.4	15.1	40.8	5.6	37,687	12,311	1,996	876	614	8,456	1,191
Jackson	30.3	.0133	26.7	15.5	16.4	15.7	20.7	10.6	124,999	27,032	8,372	11,636	5,731	34,372	5,067
Jefferson	8.3	.0036	41.8	8.3	11.2	14.4	42.2	3.2	26,612	7,928	2,889	230	550	4,141	821
Johnston	10.6	.0047	35.2	12.4	11.3	13.4	36.7	3.9	19,545	7,720	747		211	2,952	1,137
Kay	49.9	.0218	34.1	10.8	14.9	17.0	31.5	19.6	238,286	60,970	16,991	25,287	12,096	48,934	7,085
Kingfisher	14.3	.0063	33.3	9.0	15.3	16.9	30.5	5.2	67,730	16,198	2,210	5,561	564	25,140	2,712
Kiowa	12.7	.0055	40.1	7.8	12.1	14.7	40.4	5.1	44,357	10,398	1,312	3,178	1,001	15,049	2,365
Latimer	9.9	.0044	31.9	15.4	12.8	15.0	31.1	3.5	20,049	10,560	541	1,063	72	2,365	514
☐ Le Flore	41.3	.0180	33.1	10.1	14.1	15.1	32.3	14.8	99,245	38,255	4,515	6,712	2,564	21,395	4,549
Lincoln	27.1	.0119	35.6	8.9	13.9	16.0	34.7	9.9	70,724	15,331	3,443	1,528	2,702	16,709	1,622
Logan	27.5	.0120	33.5	12.4	13.4	14.3	33.7	9.6	63,064	17,432	5,147	7,443	956	15,682	1,689
Love	7.6	.0034	35.4	9.8	12.9	14.6	35.8	2.9	14,283	5,492	868	321	602	460	272
McCurtain	36.6	.0160	30.6	9.6	13.9	14.5	29.4	12.6	111,927	32,522	5,745	13,419	2,541	31,275	3,022
McIntosh	15.7	.0068	37.2	9.5	12.4	15.1	37.1	6.1	50,555	16,373	2,097	733	1,603	12,133	1,052
Major	8.9	.0039	36.2	8.2	14.0	16.4	34.8	3.3	38,526	7,228	1,860	1,206	32	14,728	1,289
Marshall	10.8	.0048	42.1	8.3	11.4	14.8	42.1	4.3	38,726	13,180	2,511	2,654	463	10,317	1,180
Murray	12.3	.0053	38.4	8.5	13.4	15.4	38.1	4.6	48,278	15,787	2,553	2,533	1,191	13,651	413
Muskogee	67.6	.0296	32.7	11.3	13.8	15.6	31.3	25.1	307,715	83,032	22,292	38,065	12,740	65,234	4,867
Noble	11.7	.0052	35.6	9.4	14.7	16.0	34.6	4.4	47,684	9,332	3,148	2,522	525	9,073	1,132
Nowata	11.6	.0050	37.5	8.8	13.9	16.0	36.7	4.4	26,247	7,424	1,186	571	855	5,964	1,015
Okfuskee	11.1	.0049	36.4	7.8	12.3	15.0	36.4	4.2	21,230	7,192	537	524	587	3,134	847
Okmulgee	39.4	.0173	33.9	12.4	12.7	15.0	33.7	14.5	138,758	36,172	9,740	19,402	2,830	22,966	3,127
Ottawa	33.1	.0144	32.5	14.2	13.6	16.7	29.9	12.4	120,663	20,598	7,403	13,950	2,991	32,997	3,729
Pawnee	15.6	.0069	37.3	8.8	13.0	15.7	36.6	5.9	44,845	13,928	2,455	2,216	1,387	11,394	1,788
Payne	63.2	.0276	24.2	33.4	14.7	11.1	20.3	22.6	209,909	49,095	20,740	27,594	9,691	31,118	4,012
Pittsburg	40.7	.0178	33.9	10.4	15.8	16.6	31.6	15.2	138,684	35,586	8,165	23,095	6,225	26,503	2,144
Pontotoc	32.9	.0144	33.1	15.1	12.9	15.0	32.6	12.4	146,634	43,395	9,019	14,028	5,707	31,386	2,757
Pushmataha	12.0	.0053	37.1	7.8	12.7	15.0	37.0	4.5	32,283	9,632	1,807	906	778	11,450	373
Roger Mills	4.8	.0021	39.5	7.2	12.7	16.2	38.7	1.8	9,972	863	334	206	280	4,789	553
Seminole	27.7	.0121	36.3	9.4	12.7	15.2	36.1	10.3	81,381	24,454	5,471	7,370	2,208	18,307	2,341
☐ Sequoyah	31.3	.0137	30.3	10.6	16.2	15.8	26.5	10.7	86,086	27,511	7,248	8,900	1,877	17,271	642
Stephens	44.0	.0193	35.0	9.8	14.0	17.9	32.1	16.8	213,462	51,736	9,048	23,695	7,233	66,895	5,825
Texas	17.8	.0078	28.1	15.0	15.9	16.1	22.9	6.4	66,235	21,592	4,517	5,741	2,497	12,260	3,024
Tillman	12.4	.0054	35.5	9.1	13.1	14.4	36.1	4.7	33,454	10,205	1,405	1,796	1,457	8,225	790
Washington	48.6	.0213	33.3	9.5	16.5	19.9	27.4	19.1	350,615	67,760	30,924	55,293	22,958	60,792	5,168
Washita	13.9	.0061	37.5	10.0	12.8	16.4	36.3	5.2	30,423	9,147	1,409	1,327	1,782	7,192	1,799
Woods	10.9	.0047	34.3	18.1	12.5	14.7	34.4	4.4	46,803	12,942	2,947	3,806	4,459	9,127	1,344
Woodward	21.7	.0095	32.0	9.3	16.5	16.9	28.1	7.8	141,373	36,508	6,450	17,623	6,906	23,564	2,516
TOTAL METRO COUNTIES	**1,792.2**	**.7843**	**29.0**	**13.9**	**17.4**	**16.9**	**22.6**	**668.4**	**8,815,588**	**1,837,758**	**700,694**	**1,150,970**	**458,783**	**2,096,017**	**188,973**
TOTAL STATE	**3,059.5**	**1.3389**	**30.5**	**13.2**	**15.9**	**16.3**	**26.6**	**1,140.2**	**13,488,260**	**3,056,864**	**1,004,657**	**1,616,271**	**631,408**	**3,124,335**	**311,117**

Need to know more? Go deeper? Develop a finer analysis?
The new 1981 *Survey of Buying Power* DATA SERVICE can help.
For more information, see the brochure in this magazine.

OKLA.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000-$9,999 (B) $10,000-$14,999 (C) $15,000-$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ENID	**481,872**	**17,133**	**5.5**	**13.5**	**28.9**	**27.5**	**.0293**
Garfield	481,872	17,133	5.5	13.5	28.9	27.5	.0293
● Enid	396,032	17,142	5.5	14.0	29.6	27.2	.0253
SUBURBAN TOTAL	85,840	17,083	5.5	11.1	25.5	29.4	.0040
LAWTON	**837,483**	**17,001**	**5.9**	**17.1**	**30.5**	**27.0**	**.0454**
Comanche	837,483	17,001	5.9	17.1	30.5	27.0	.0454
● Lawton	575,681	16,777	6.2	17.7	29.5	26.9	.0345
SUBURBAN TOTAL	261,802	17,827	4.4	14.3	35.7	27.0	.0109
OKLAHOMA CITY	**7,876,687**	**21,195**	**4.6**	**11.5**	**25.7**	**40.3**	**.4298**
Canadian	440,163	19,992	5.0	12.6	26.6	37.0	.0246
Cleveland	1,115,659	20,047	4.8	12.8	28.3	35.9	.0560
Norman	576,570	18,621	5.8	14.4	25.2	34.7	.0318
McClain	110,599	13,229	7.0	18.0	27.7	15.5	.0069
Oklahoma	5,846,060	22,554	4.2	10.8	25.1	43.9	.3206
Midwest City	478,668	24,430	2.9	9.5	29.9	48.4	.0266
● Oklahoma City	4,069,367	20,962	4.8	11.8	24.6	40.3	.2294
Pottawatomie	364,206	14,409	6.1	13.6	24.8	23.6	.0217
SUBURBAN TOTAL	3,807,320	21,415	4.3	11.4	26.8	40.4	.2004
TULSA	**6,002,476**	**19,935**	**4.7**	**12.0**	**27.7**	**35.7**	**.3334**
Creek	397,171	16,103	5.7	13.6	28.4	24.9	.0216
Mayes	192,609	13,365	6.4	14.3	25.6	19.4	.0123
Osage	284,768	16,762	5.4	13.5	28.7	26.6	.0134
Rogers	292,102	16,322	5.4	13.7	29.3	24.9	.0168
Tulsa	4,583,564	21,767	4.3	11.3	27.2	40.8	.2570
● Tulsa	3,741,440	22,135	4.4	11.2	26.0	42.2	.2114
Wagoner	252,262	15,696	5.2	13.3	29.5	22.6	.0123
SUBURBAN TOTAL	2,261,036	17,505	5.1	13.0	29.6	27.7	.1220
OTHER COUNTIES							
Adair	76,194	8,852	9.0	15.7	19.2	10.4	.0051
Alfalfa	50.612	13,596	7.4	18.8	22.3	22.8	.0026
Atoka	70,098	10,819	8.6	14.9	20.8	17.0	.0042
Beaver	46,082	15,824	6.3	15.8	29.6	23.2	.0022
Beckham	117,599	12,005	6.8	12.9	24.1	18.3	.0085
Blaine	87,695	14,129	6.5	16.1	27.2	20.0	.0050
Bryan	190,160	11,974	8.0	15.8	22.6	18.3	.0106
Caddo	177,154	12,903	8.1	17.1	26.2	16.9	.0107
Carter	338,405	16,354	5.7	12.8	21.3	31.9	.0194
Cherokee	189,022	12,224	9.0	18.1	21.5	19.8	.0106
Choctaw	94,400	9,722	8.4	13.1	18.7	17.2	.0057
Cimarron	31,428	18,310	6.0	15.9	28.9	32.3	.0016
Coal	30,495	9,385	7.8	14.6	21.7	11.7	.0015
Cotton	63,692	17,200	7.0	12.2	20.6	34.3	.0032
Craig	111,600	15,331	7.4	14.7	23.7	27.2	.0063
Custer	202,458	16,579	6.4	14.3	24.3	29.8	.0118
Delaware	133,220	10,669	9.6	17.0	20.7	15.3	.0076
Dewey	53,435	19,922	4.1	12.6	21.4	38.6	.0025
Ellis	36,574	14,133	6.1	15.6	28.9	18.2	.0020
Garvin	184,861	13,791	7.0	15.3	25.3	21.4	.0104
Grady	249,800	13,679	6.3	15.1	24.0	21.9	.0147
Grant	43,471	13,812	7.0	14.8	28.0	17.9	.0023
Greer	49,220	12,791	8.0	15.8	20.9	22.9	.0027
Harmon	31,248	12,382	8.2	17.8	21.2	19.2	.0015
Harper	34,200	15,271	6.7	17.2	27.0	23.7	.0019
Haskell	66,102	12,206	9.6	18.5	23.1	17.5	.0037
Hughes	86,433	11,122	8.1	13.6	21.9	17.8	.0049
Jackson	186,369	14,485	6.5	17.5	29.2	18.9	.0116
Jefferson	40,067	8,216	7.2	14.6	19.4	9.7	.0027
Johnston	47,398	8,538	10.0	16.8	16.8	9.3	.0028
Kay	387,287	16,718	5.3	14.7	27.0	28.1	.0225
Kingfisher	133,962	22,233	4.1	10.7	23.1	43.2	.0070
Kiowa	83,022	12,503	8.1	15.4	23.1	20.1	.0048
Latimer	47,593	9,963	8.7	16.4	21.2	12.2	.0028
☐ Le Flore	208,009	10,787	8.2	17.2	21.5	14.1	.0124
Lincoln	174,523	14,543	6.1	13.8	25.5	23.2	.0094
Logan	126,816	10,638	7.3	17.3	24.7	10.2	.0078
Love	43,752	12,887	6.6	12.9	26.2	17.4	.0024
McCurtain	200,507	11,806	7.8	15.4	21.9	18.7	.0122
McIntosh	79,244	9,739	9.7	17.8	19.8	11.2	.0050
Major	52,189	12,911	9.1	16.6	27.2	16.8	.0034
Marshall	77,533	14,041	8.6	15.1	24.3	23.0	.0043
Murray	86,572	14,486	8.7	12.2	21.3	27.5	.0048
Muskogee	459,793	14,448	6.5	14.0	23.4	25.2	.0281
Noble	91,735	16,720	6.3	13.5	25.6	28.9	.0051
Nowata	79,064	14,367	7.3	15.4	24.4	23.9	.0040
Okfuskee	56,166	10,201	7.9	17.2	20.8	12.8	.0033
Okmulgee	203,317	10,432	7.3	14.7	24.2	12.4	.0133
Ottawa	210,752	14,104	6.6	13.8	24.9	22.6	.0125
Pawnee	87,439	11,736	7.5	16.3	25.4	14.2	.0053
Payne	399,065	13,182	8.2	16.4	24.5	19.9	.0230
Pittsburg	274,534	15,153	5.8	13.6	26.9	23.6	.0154
Pontotoc	237,784	14,612	6.4	14.2	24.5	24.4	.0140
Pushmataha	50,038	7,801	9.0	16.3	15.7	7.8	.0034
Roger Mills	49,689	18,707	5.4	15.7	28.7	31.2	.0021
Seminole	129,211	10,271	8.4	18.0	23.4	9.6	.0086
☐ Sequoyah	132,486	10,583	7.6	20.7	22.4	9.4	.0090
Stephens	312,710	16,079	6.0	13.3	27.8	25.3	.0191
Texas	167,203	22,687	4.4	9.9	25.0	44.3	.0083
Tillman	85,352	14,175	8.0	15.2	24.0	23.9	.0045
Washington	424,886	19,737	4.1	11.8	27.7	36.1	.0268
Washita	78,661	11,541	8.5	19.6	23.5	13.6	.0045
Woods	96,845	17,295	6.0	12.5	25.9	31.0	.0049
Woodward	182,389	20,738	4.6	10.9	26.1	38.6	.0114
TOTAL METRO COUNTIES	**15,539,013**	**19,804**	**4.9**	**12.3**	**26.7**	**36.2**	**.8593**
TOTAL STATE	**23,828,138**	**17,259**	**5.7**	**13.4**	**25.7**	**30.4**	**1.3436**

OREGON

ORE.
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18-24 Years	25-34 Years	35-49 Years	50 & Over								
EUGENE - SPRINGFIELD	**279.9**	**.1225**	**28.6**	**15.8**	**20.3**	**15.9**	**21.2**	**106.8**	**1,448,232**	**283,892**	**128,679**	**219,200**	**68,944**	**280,681**	**51,270**
Lane	279.9	.1225	28.6	15.8	20.3	15.9	21.2	106.8	1,448,232	283,892	128,679	219,200	68,944	280,681	51,270
● Eugene	108.0	.0473	27.4	22.9	20.1	14.4	20.4	43.6	627,361	123,145	71,832	37,774	44,726	137,969	23,541
● Springfield	42.4	.0186	28.0	14.8	21.9	13.7	21.0	16.7	188,274	37,257	18,779	34,056	11,608	40,824	6,154
SUBURBAN TOTAL	129.5	.0566	29.8	10.3	19.7	17.8	22.0	46.5	632,597	123,490	38,068	147,370	12,610	101,888	21,575

What is the difference between ‘median’ and ‘average’?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*’s information. A helpful explanation of what these column headings mean is provided in a special section titled “Definition of Terms” that appears at the end of Section A.

ORE. (cont.)
S&MM ESTIMATES

	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
MEDFORD	**135.4**	**.0593**	**31.7**	**11.4**	**17.4**	**16.5**	**27.8**	**50.6**	**715,182**	**144,809**	**59,117**	**89,208**	**35,629**	**133,033**	**15,234**
Jackson	135.4	.0593	31.7	11.4	17.4	16.5	27.8	50.6	715,182	144,809	59,117	89,208	35,629	133,033	15,234
• Medford	40.5	.0177	31.0	9.9	12.9	18.3	26.6	16.6	517,554	69,743	41,382	69,250	27,408	124,299	7,566
SUBURBAN TOTAL	94.9	.0416	32.0	12.0	19.5	15.7	28.3	34.0	197,628	75,066	17,735	19,958	8,221	8,734	7,668
PORTLAND	**1,262.8**	**.5527**	**30.6**	**12.3**	**19.5**	**16.5**	**25.0**	**490.1**	**6,292,697**	**1,067,343**	**714,042**	**1,333,565**	**347,955**	**1,012,540**	**162,151**
Clackamas	248.0	.1085	30.5	10.3	19.7	18.0	23.1	87.6	929,288	261,726	77,192	140,960	29,283	174,648	22,489
Multnomah	563.7	.2467	31.8	13.8	18.2	15.6	28.6	236.1	3,207,471	402,047	434,710	692,710	231,696	509,819	62,970
• Portland	365.3	.1599	33.0	14.5	16.9	14.7	31.9	162.4	2,066,976	281,743	287,303	352,816	186,751	329,768	21,441
Washington	253.6	.1110	29.3	11.8	22.1	17.5	19.9	95.1	1,539,264	257,466	127,166	411,367	67,292	234,807	49,751
Clark, Wash.	*197.5*	*.0865*	*29.7*	*11.4*	*18.9*	*16.3*	*23.7*	*71.3*	*616,674*	*146,104*	*74,974*	*88,528*	*19,684*	*93,266*	*26,941*
Vancouver	*42.9*	*.0188*	*31.3*	*13.3*	*17.2*	*15.0*	*28.6*	*18.4*	*236,834*	*39,797*	*38,872*	*22,312*	*13,780*	*43,782*	*8,086*
SUBURBAN TOTAL	897.5	.3928	29.8	11.4	20.4	17.3	22.2	327.7	4,225,721	785,600	426,739	980,749	161,204	682,772	140,710
SALEM	**255.3**	**.1118**	**30.5**	**12.7**	**17.5**	**15.6**	**26.4**	**93.6**	**1,106,772**	**188,256**	**114,435**	**238,554**	**60,190**	**179,552**	**42,494**
Marion	209.2	.0916	30.6	12.1	17.7	15.6	26.6	76.7	992,254	148,071	105,042	235,258	56,124	165,381	38,361
• Salem	91.0	.0398	31.1	14.4	17.8	15.2	27.9	35.6	662,243	53,998	70,596	212,633	44,029	102,630	33,844
Polk	46.1	.0202	29.9	15.5	16.7	15.9	25.7	16.9	114,518	40,185	9,393	3,296	4,066	14,171	4,133
SUBURBAN TOTAL	164.3	.0720	30.1	11.8	17.2	15.9	25.7	58.0	444,529	134,258	43,839	25,921	16,161	76,922	8,650
OTHER COUNTIES															
Baker	16.3	.0072	34.1	8.2	16.8	16.2	32.3	6.3	57,378	14,726	7,691	2,641	1,568	10,305	2,741
Benton	69.3	.0303	25.0	27.7	19.3	13.7	16.9	24.7	264,321	53,213	29,865	45,054	17,478	33,874	12,250
Clatsop	32.9	.0144	33.5	11.5	15.3	14.8	32.9	13.0	159,630	44,290	24,888	5,195	8,775	14,351	10,958
Columbia	36.2	.0159	30.7	10.1	18.6	16.6	25.5	13.1	109,681	28,284	10,286	3,445	9,596	18,544	7,341
Coos	64.7	.0283	30.7	10.8	18.8	17.0	24.9	24.4	310,423	75,373	29,869	21,078	14,933	64,431	18,138
Crook	13.3	.0058	31.4	10.1	18.2	16.0	27.5	5.0	40,780	10,790	2,585	1,149	1,319	6,371	2,145
Curry	17.3	.0076	32.8	9.1	17.4	16.4	29.8	7.0	60,729	17,278	7,502	912	2,305	7,296	4,230
Deschutes	65.1	.0285	31.0	9.8	17.8	16.6	26.2	24.3	380,296	87,730	32,265	21,755	17,287	69,123	18,556
Douglas	95.5	.0418	30.3	10.0	18.0	17.4	24.1	34.3	389,652	100,427	45,926	41,673	14,226	66,471	21,519
Gilliam	2.0	.0008	32.9	9.2	16.3	18.3	28.2	.8	7,468	3,024	1,027	95	37	1,028	133
Grant	8.3	.0037	31.9	9.3	18.2	16.0	28.4	3.1	27,807	13,687	1,707	721	1,033	3,170	1,853
Harney	8.4	.0036	30.9	9.8	19.3	18.2	23.9	3.0	43,496	13,587	6,215	623	1,129	8,282	643
Hood River	16.0	.0070	33.2	8.5	15.1	17.4	29.8	6.1	71,948	24,192	6,735	3,832	4,157	11,679	739
Jefferson	11.8	.0052	28.9	9.5	19.6	16.8	21.1	4.1	41,921	13,755	4,489	2,269	613	5,253	3,046
Josephine	60.7	.0265	33.9	8.0	15.0	15.6	32.7	22.7	314,300	66,418	26,740	26,891	15,800	74,879	12,129
Klamath	59.9	.0262	29.8	12.1	18.6	17.1	23.2	22.2	303,458	72,053	21,835	52,273	15,167	55,291	10,985
Lake	7.6	.0034	32.5	8.3	16.5	18.7	27.2	2.9	34,064	7,787	2,954	455	565	9,370	2,343
Lincoln	36.0	.0157	37.0	8.6	14.1	16.0	36.2	15.1	179,258	47,953	28,612	9,983	4,022	27,112	8,880
Linn	90.9	.0398	29.9	11.3	19.1	16.2	24.1	33.7	396,686	75,616	40,249	74,143	18,228	83,808	10,512
Malheur	27.2	.0119	29.9	10.6	15.9	16.0	25.9	9.5	149,516	41,023	13,677	6,742	4,901	28,472	7,158
Morrow	7.8	.0034	32.8	7.9	15.7	16.7	29.8	2.7	15,015	3,298	1,739	41	347	1,947	1,170
Sherman	2.2	.0009	35.3	7.0	17.0	18.2	32.1	.8	10,926	516	2,600	34	266		84
Tillamook	21.4	.0094	34.0	9.0	15.7	16.2	32.2	8.6	83,034	21,085	12,339	3,256	2,614	14,791	2,421
Umatilla	60.0	.0262	31.4	11.0	16.3	16.5	27.6	21.6	310,676	75,976	30,195	13,901	13,163	62,491	16,367
Union	24.3	.0107	30.2	14.2	16.8	15.0	26.9	8.9	97,581	24,928	10,243	940	5,389	16,854	9,064
Wallowa	7.4	.0032	34.7	7.9	15.9	18.2	31.2	2.9	27,685	5,635	2,878	1,330	405	6,459	1,866
Wasco	21.9	.0096	32.8	9.0	16.8	17.6	28.7	8.4	116,439	19,975	11,273	4,425	5,261	28,141	8,783
Wheeler	1.5	.0006	33.3	9.6	16.6	17.5	29.6	.6	3,503	415	210	857	40	1,498	
Yamhill	56.6	.0248	30.9	12.2	15.7	15.6	27.9	19.8	232,399	63,654	19,689	8,618	4,629	53,682	18,958
TOTAL METRO COUNTIES	**1,735.9**	**.7598**	**30.5**	**13.0**	**19.1**	**16.3**	**24.9**	**669.8**	**8,946,209**	**1,538,196**	**941,299**	**1,791,999**	**493,034**	**1,512,540**	**244,208**
TOTAL STATE	**2,678.4**	**1.1722**	**30.6**	**12.5**	**18.5**	**16.3**	**25.5**	**1,019.4**	**13,186,279**	**2,564,884**	**1,377,582**	**2,146,330**	**678,287**	**2,297,513**	**459,220**

TOP 25

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ORE.
S&MM ESTIMATES

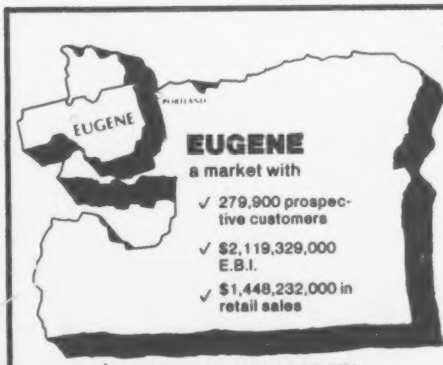
$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
EUGENE - SPRINGFIELD	**2,119,329**	**17,862**	**5.1**	**14.6**	**33.7**	**26.5**	**.1279**
Lane	2,119,329	17,862	5.1	14.6	33.7	26.5	.1279
• Eugene	891,482	17,327	5.9	13.8	27.0	29.7	.0535
• Springfield	294,485	16,348	5.8	18.9	39.2	16.9	.0177
SUBURBAN TOTAL	933,362	18,832	4.1	13.8	38.0	26.8	.0567
MEDFORD	**907,926**	**15,950**	**6.3**	**15.9**	**32.5**	**20.7**	**.0591**
Jackson	907,926	15,950	6.3	15.9	32.5	20.7	.0591
• Medford	304,418	15,892	6.2	15.4	30.6	22.5	.0280
SUBURBAN TOTAL	603,508	15,979	6.4	16.1	33.5	19.9	.0311
PORTLAND	**11,058,725**	**20,391**	**4.6**	**11.8**	**29.6**	**35.9**	**.6107**
Clackamas	2,150,529	22,444	3.9	9.9	29.8	41.6	.1098
Multnomah	4,845,589	18,007	5.4	13.6	29.2	29.5	.2825
• Portland	3,169,986	16,534	5.9	14.4	28.1	26.4	.1836
Washington	2,412,929	23,284	3.5	10.1	30.3	44.2	.1365
Clark, Wash.	*1,649,678*	*21,602*	*4.0*	*10.3*	*29.8*	*39.4*	*.0819*
Vancouver	*403,934*	*19,805*	*4.7*	*11.5*	*28.1*	*35.4*	*.0222*
SUBURBAN TOTAL	7,888,739	22,150	3.9	10.4	30.5	40.7	.4271
SALEM	**1,764,838**	**16,722**	**6.0**	**14.6**	**30.7**	**24.9**	**.1055**
Marion	1,460,449	16,959	6.0	14.4	30.6	25.6	.0895
• Salem	688,654	16,460	6.1	14.1	28.0	26.4	.0475
Polk	304,389	15,716	5.5	15.5	30.5	22.0	.0160
SUBURBAN TOTAL	1,076,184	16,866	5.8	14.9	32.3	24.0	.0580
OTHER COUNTIES							
Baker	91,442	12,948	6.9	19.3	29.7	11.7	.0057
Benton	508,021	16,412	6.9	15.3	28.3	26.3	.0283
Clatsop	243,474	16,597	5.5	14.4	28.1	26.3	.0146
Columbia	[illegible]4,810	17,709	4.8	13.3	36.5	23.7	.0133
Coos	450,554	16,908	5.4	15.7	35.4	22.0	.0277
Crook	88,657	16,142	6.4	16.6	35.2	18.9	.0050
Curry	125,446	15,942	5.6	15.7	34.4	19.0	.0067
Deschutes	488,293	17,984	4.9	12.8	30.0	29.3	.0311
Douglas	649,383	17,292	4.8	14.4	34.0	24.7	.0384
Gilliam	13,617	15,854	5.8	21.0	36.9	17.4	.0007
Grant	50,741	15,144	8.4	17.0	34.6	16.0	.0031
Harney	55,465	17,431	6.2	18.0	35.4	23.0	.0035
Hood River	119,840	17,000	6.7	14.5	29.4	27.3	.0069
Jefferson	78,689	17,367	5.7	15.5	31.6	27.2	.0046
Josephine	317,062	11,972	7.7	19.3	26.6	11.5	.0237
Klamath	393,190	15,763	6.1	18.0	33.9	19.3	.0256
Lake	46,412	15,356	4.8	16.4	34.9	16.0	.0029
Lincoln	277,163	15,787	7.6	13.9	29.8	22.5	.0164
Linn	630,267	17,748	5.3	13.9	35.9	23.9	.0377
Malheur	162,586	14,370	7.2	18.9	28.2	19.6	.0114
Morrow	61,949	18,875	5.1	12.1	27.9	35.1	.0028
Sherman	12,655	14,680	8.4	16.0	34.5	14.5	.0009
Tillamook	140,401	14,169	6.4	18.4	30.0	16.3	.0082
Umatilla	403,817	16,807	5.7	15.5	31.9	24.3	.0262
Union	164,993	16,508	5.7	14.1	31.0	24.4	.0096
Wallowa	46,326	14,430	6.8	18.1	31.1	16.7	.0028
Wasco	162,374	18,085	5.2	14.5	35.5	25.1	.0101
Wheeler	6,049	9,386	18.0	30.0	10.7	3.5	.0003
Yamhill	385,172	16,830	5.8	14.9	29.3	26.0	.0228
TOTAL METRO COUNTIES	**14,201,140**	**18,907**	**5.0**	**13.2**	**30.6**	**31.4**	**.8213**
TOTAL STATE	**20,619,988**	**17,953**	**5.3**	**13.9**	**31.1**	**28.4**	**1.2123**

PENNSYLVANIA

PA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80: Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	RETAIL SALES BY STORE GROUP 1980: Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
ALLENTOWN - BETHLEHEM - EASTON	**640.0**	**.2803**	**33.6**	**12.2**	**15.2**	**16.7**	**31.2**	**234.1**	**2,710,381**	**673,618**	**225,911**	**334,218**	**132,304**	**438,925**	**68,406**
Carbon	53.5	.0235	37.2	9.9	13.3	16.4	36.0	19.9	161,427	43,296	8,503	7,124	7,093	36,541	3,963
Lehigh	275.0	.1204	33.5	12.0	16.0	16.9	30.7	103.3	1,461,021	317,018	133,761	252,961	82,165	211,721	29,563
• Allentown	103.3	.0452	35.5	13.3	14.3	15.2	35.2	41.5	562,135	102,529	46,585	84,882	27,026	103,105	10,555
Northampton	226.2	.0990	33.3	13.3	14.9	16.7	30.8	81.0	751,918	216,257	57,266	58,252	33,196	153,261	23,754
• Bethlehem	70.1	.0307	33.2	15.7	13.7	16.2	31.3	25.5	290,521	106,175	22,762	28,576	9,021	29,657	9,738
• Easton	25.8	.0113	32.3	17.5	14.4	13.4	32.8	9.8	108,504	52,370	5,444	3,614	7,724	3,740	2,792
Warren, N. J.	*85.3*	*.0374*	*32.9*	*11.4*	*14.7*	*16.6*	*30.3*	*29.9*	*336,015*	*97,047*	*26,381*	*15,881*	*9,850*	*37,402*	*11,126*
SUBURBAN TOTAL	440.8	.1931	33.3	11.1	15.7	17.4	30.0	157.3	1,749,221	412,544	151,120	217,146	88,533	302,423	45,321
ALTOONA	**136.7**	**.0598**	**33.7**	**11.3**	**14.3**	**15.3**	**32.9**	**49.5**	**590,984**	**141,829**	**46,059**	**97,225**	**33,101**	**102,711**	**15,141**
Blair	136.7	.0598	33.7	11.3	14.3	15.3	32.9	49.5	590,984	141,829	46,059	97,225	33,101	102,711	15,141
• Altoona	56.7	.0248	35.7	11.5	13.1	14.1	36.5	21.5	268,596	77,506	31,260	18,711	23,614	29,590	10,312
SUBURBAN TOTAL	80.0	.0350	32.6	11.2	15.2	16.1	30.3	28.0	322,388	64,323	14,799	78,514	9,487	73,121	4,829



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✓ S & MM "Survey of Buying Power", July, 1981

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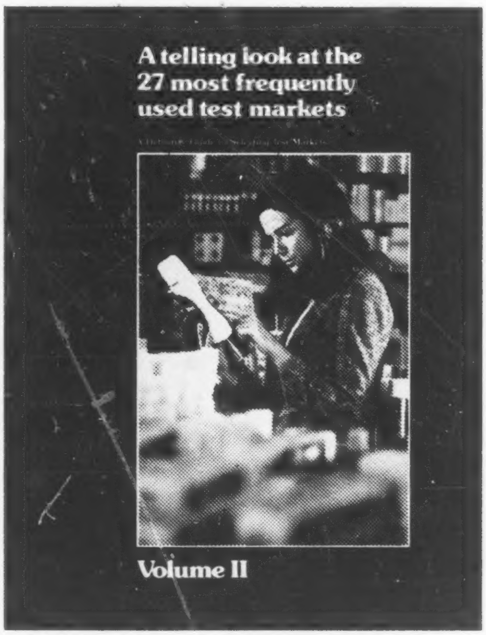

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—How to choose your market based on:
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2.) Demographics
3.) Media Availabilities
4.) Media Isolation
5.) Control & Audit

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PA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ERIE	**281.0**	**.1230**	**30.1**	**13.0**	**15.0**	**15.4**	**27.1**	**98.4**	**1,079,626**	**189,609**	**88,973**	**155,191**	**61,085**	**211,555**	**33,297**
Erie	281.0	.1230	30.1	13.0	15.0	15.4	27.1	98.4	1,079,626	189,609	88,973	155,191	61,085	211,555	33,297
• Erie	118.3	.0518	31.2	13.0	14.9	14.5	29.8	44.1	391,403	98,706	34,482	22,472	32,231	78,879	14,864
SUBURBAN TOTAL	162.7	.0712	29.3	13.0	15.3	16.0	25.2	54.3	688,223	90,903	54,491	132,719	28,854	132,676	18,433
HARRISBURG	**448.7**	**.1963**	**31.6**	**13.3**	**15.9**	**16.4**	**28.2**	**165.8**	**2,119,829**	**500,815**	**191,634**	**235,534**	**91,486**	**341,236**	**59,878**
Cumberland	179.4	.0785	30.2	14.9	16.7	17.1	25.0	63.9	974,904	201,939	83,505	114,695	51,948	148,747	27,488
Dauphin	233.0	.1020	32.9	12.2	15.3	16.0	30.8	89.2	1,048,323	275,104	102,384	118,977	36,461	162,512	30,278
• Harrisburg	52.3	.0229	33.5	13.6	14.2	12.8	35.1	22.9	176,435	27,798	20,292	24,227	5,427	40,918	9,270
○ Perry'	36.3	.0158	30.7	11.7	16.0	15.6	27.6	12.7	96,602	23,772	5,745	1,862	3,077	29,977	2,112
SUBURBAN TOTAL	396.4	.1734	31.4	13.2	16.2	16.8	27.3	142.9	1,943,394	473,017	171,342	211,307	86,059	300,318	50,608
JOHNSTOWN	**264.8**	**.1159**	**33.2**	**11.6**	**12.9**	**15.6**	**32.1**	**92.9**	**1,021,832**	**229,560**	**68,391**	**155,775**	**52,013**	**220,501**	**24,457**
Cambria	183.1	.0802	33.1	12.0	12.4	15.5	32.1	64.0	779,772	173,397	49,851	142,048	40,001	147,831	18,889
• Johnstown	35.1	.0154	37.3	11.3	11.9	15.2	37.2	14.1	164,523	33,452	11,197	19,237	11,910	53,838	4,495

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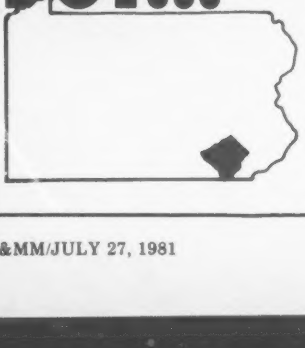
PA. (cont.)

S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Somerset	81.7	.0357	33.6	10.7	13.9	15.8	32.2	28.9	242,060	56,163	18,540	13,727	12,012	72,670	5,568
SUBURBAN TOTAL	229.7	.1005	32.7	11.7	13.0	15.7	31.4	78.8	857,309	196,108	57,194	136,538	40,103	166,663	19,962
LANCASTER	**365.5**	**.1600**	**30.1**	**13.4**	**16.3**	**15.2**	**26.8**	**126.2**	**1,503,424**	**327,294**	**118,600**	**153,690**	**92,599**	**264,918**	**36,250**
Lancaster	365.5	.1600	30.1	13.4	16.3	15.2	26.8	126.2	1,503,424	327,294	118,600	153,690	92,599	264,918	36,250
● Lancaster	54.5	.0239	31.3	16.4	14.2	13.4	31.4	21.3	255,846	45,048	24,993	31,718	25,932	24,594	4,425
SUBURBAN TOTAL	311.0	.1361	29.9	12.9	16.7	15.5	25.9	104.9	1,247,578	282,246	93,607	121,972	66,667	240,324	31,825
NORTHEAST PENNSYLVANIA	**641.8**	**.2808**	**36.2**	**11.9**	**13.7**	**15.8**	**35.5**	**235.3**	**2,362,065**	**589,929**	**207,703**	**317,429**	**103,416**	**388,809**	**66,218**
Lackawanna	227.4	.0995	36.4	12.1	13.3	15.6	35.8	82.6	800,792	202,437	62,504	114,947	34,064	132,362	23,070
● Scranton	87.0	.0381	37.4	12.8	12.5	14.5	37.8	33.0	398,938	77,354	25,220	73,837	23,584	80,907	10,806
Luzerne	343.1	.1501	37.0	11.5	13.7	15.9	36.2	126.6	1,219,732	311,342	103,862	154,808	60,843	201,777	35,125
● Hazleton	27.1	.0119	39.7	9.8	13.4	15.4	39.5	10.6	190,341	63,511	18,644	21,034	11,296	23,214	6,405
● Wilkes-Barre	51.1	.0224	38.3	13.6	12.0	14.6	38.5	19.5	185,628	61,693	17,197	20,346	13,297	5,788	5,946
Monroe	71.3	.0312	32.6	12.9	15.1	15.6	30.7	26.1	341,541	76,150	41,337	47,674	8,509	54,670	8,023
SUBURBAN TOTAL	476.6	.2084	35.6	11.6	14.1	16.2	34.5	172.2	1,587,158	387,371	146,642	202,212	55,239	278,900	43,061
PHILADELPHIA	**4,709.8**	**2.0613**	**31.4**	**12.9**	**16.1**	**16.7**	**27.4**	**1,653.1**	**18,567,842**	**4,142,141**	**1,767,731**	**2,231,195**	**896,305**	**3,150,465**	**479,797**
Bucks	483.8	.2118	28.9	12.2	17.6	18.3	21.0	160.0	2,350,344	495,492	194,287	326,864	102,830	497,242	44,513
Bristol Township	58.2	.0255	25.7	14.9	17.6	18.1	15.5	17.9	169,004	69,030	17,103		4,641	34,498	4,462
Chester	320.1	.1401	29.8	13.3	16.9	17.5	23.8	107.1	1,199,794	290,416	88,761	93,432	54,370	251,816	33,104
Delaware	552.2	.2416	32.2	13.2	15.2	16.7	29.1	193.7	2,368,846	542,328	193,798	379,803	97,049	375,677	61,650
Chester	45.2	.0198	30.9	15.3	14.9	13.8	30.1	16.8	94,147	24,756	9,362	1,240	3,307	21,917	1,987
Haverford Township	52.2	.0228	35.0	11.8	12.8	17.1	32.8	17.5	110,672	32,305	9,945	2,725	3,110	5,882	2,941
Upper Darby Township	83.3	.0365	34.3	13.1	16.0	14.6	34.3	32.6	313,905	94,395	27,466	23,591	7,284	34,783	14,137
Montgomery	644.6	.2821	32.9	11.8	15.9	17.6	29.0	226.3	3,222,517	647,843	280,862	387,474	181,130	595,752	71,992
Abington Township	58.8	.0257	34.4	10.8	14.0	17.4	31.8	20.2	273,041	59,068	17,364	65,572	15,803	56,928	3,860
Cheltenham Township	35.2	.0154	41.8	10.8	11.5	16.1	41.2	13.9	134,927	37,780	13,817	13,106	6,313	8,359	8,445
Lower Merion Township	59.4	.0260	38.9	13.2	11.7	16.5	37.8	22.0	447,006	78,112	51,370	37,317	40,186	92,120	12,520



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Phila. Inquirer/News[1]	8,416	21,468

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[1] Circulation '80-'81
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S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Philadelphia	1,668.2	.7301	32.5	13.3	16.1	14.8	31.1	617.6	5,017,461	1,244,100	611,572	436,588	271,351	612,108	179,357
• Philadelphia	1,668.2	.7301	32.5	13.3	16.1	14.8	31.1	617.6	5,017,461	1,244,100	611,572	436,588	271,351	612,108	179,357
Burlington, N. J.	*366.0*	*.1601*	*28.2*	*14.8*	*16.9*	*18.7*	*19.8*	*117.4*	*1,474,100*	*283,007*	*143,028*	*233,468*	*41,067*	*347,006*	*24,113*
Willingboro Township	*39.8*	*.0174*	*26.3*	*7.4*	*21.2*	*22.4*	*9.1*	*11.1*	*87,202*	*36,181*	*2,703*	*29,191*	*1,470*	*1,462*	*2,610*
Camden, N. J.	*472.8*	*.2070*	*31.3*	*11.7*	*15.1*	*17.4*	*27.0*	*164.5*	*2,000,900*	*471,343*	*186,190*	*221,180*	*121,534*	*306,519*	*51,153*
Camden	*83.7*	*.0366*	*26.1*	*12.3*	*13.5*	*13.2*	*24.8*	*30.6*	*135,794*	*31,630*	*14,878*	*2,899*	*10,292*	*21,876*	*7,770*
Cherry Hill Township	*69.1*	*.0302*	*30.5*	*7.9*	*15.5*	*22.8*	*20.2*	*21.4*	*549,620*	*113,140*	*53,147*	*84,344*	*42,442*	*118,376*	*6,972*
Gloucester, N. J.	*202.1*	*.0885*	*29.9*	*12.1*	*16.1*	*17.9*	*24.0*	*66.5*	*933,880*	*167,612*	*69,233*	*152,386*	*26,974*	*164,345*	*13,915*
SUBURBAN TOTAL	3,041.6	1.3312	30.7	12.6	16.2	17.7	25.4	1,035.5	13,550,381	2,898,041	1,156,159	1,794,607	624,954	2,538,357	300,440
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,544.0***	***2.4263***	***31.3***	***13.0***	***16.2***	***16.7***	***27.3***	***1,943.8***	***22,193,324***	***4,969,028***	***2,058,284***	***2,723,177***	***1,082,322***	***3,677,312***	***594,913***
PITTSBURGH	**2,253.5**	**.9863**	**33.6**	**12.1**	**14.9**	**16.7**	**31.2**	**834.2**	**9,307,129**	**2,045,053**	**835,387**	**1,441,703**	**450,266**	**1,827,837**	**238,029**
Allegheny	1,438.4	.6295	33.8	12.4	14.9	16.5	31.8	542.8	6,280,810	1,372,341	614,806	987,036	307,966	1,211,249	173,761
Penn Hills Township	57.2	.0250	31.2	9.8	16.6	19.3	24.4	19.0	216,280	82,310	13,136	18,803	6,047	49,679	6,577
• Pittsburgh	417.3	.1826	34.8	15.0	13.6	14.6	35.1	169.4	1,734,070	319,960	221,177	269,549	94,141	265,439	55,275
Beaver	204.2	.0894	32.7	11.5	15.0	17.4	29.1	72.4	740,168	181,699	57,182	148,051	28,346	117,152	19,350
Washington	217.5	.0952	33.4	11.9	14.3	16.5	31.2	77.9	831,657	188,694	49,699	96,919	40,946	184,610	12,894
Westmoreland	393.4	.1722	33.2	11.2	15.3	17.4	29.8	141.1	1,454,494	302,319	113,700	209,697	73,008	314,826	32,024
SUBURBAN TOTAL	1,836.2	.8037	33.3	11.4	15.2	17.2	30.2	664.8	7,573,059	1,725,093	614,210	1,172,154	356,125	1,562,398	182,754
READING	**314.1**	**.1375**	**34.4**	**11.9**	**15.2**	**16.6**	**32.5**	**116.0**	**1,333,379**	**274,993**	**117,110**	**190,518**	**51,977**	**243,261**	**21,029**
Berks	314.1	.1375	34.4	11.9	15.2	16.6	32.5	116.0	1,333,379	274,993	117,110	190,518	51,977	243,261	21,029
• Reading	78.2	.0342	38.0	11.9	13.4	14.3	38.6	32.7	303,057	42,930	23,641	23,670	14,079	53,636	4,582
SUBURBAN TOTAL	235.9	.1033	33.7	11.9	15.6	17.4	30.5	83.3	1,030,322	232,063	93,469	166,848	37,898	189,625	16,447
SHARON	**128.3**	**.0561**	**31.6**	**13.4**	**14.4**	**15.8**	**29.3**	**45.2**	**517,645**	**116,115**	**40,353**	**62,289**	**20,049**	**143,271**	**11,471**
Mercer	128.3	.0561	31.6	13.4	14.4	15.8	29.3	45.2	517,645	116,115	40,353	62,289	20,049	143,271	11,471
• Sharon	18.8	.0082	31.7	10.1	10.6	15.2	31.3	7.2	103,370	18,034	7,978	8,956	5,252	32,525	4,497
SUBURBAN TOTAL	109.5	.0479	31.6	14.0	14.8	16.0	29.0	38.0	414,275	98,081	32,375	53,333	14,797	110,746	6,974

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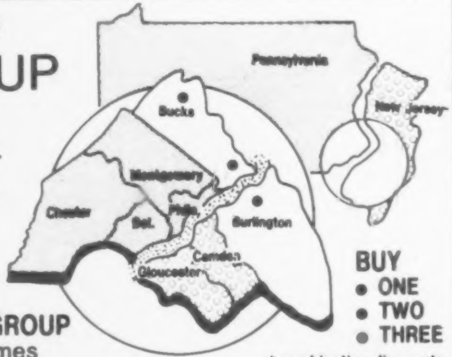

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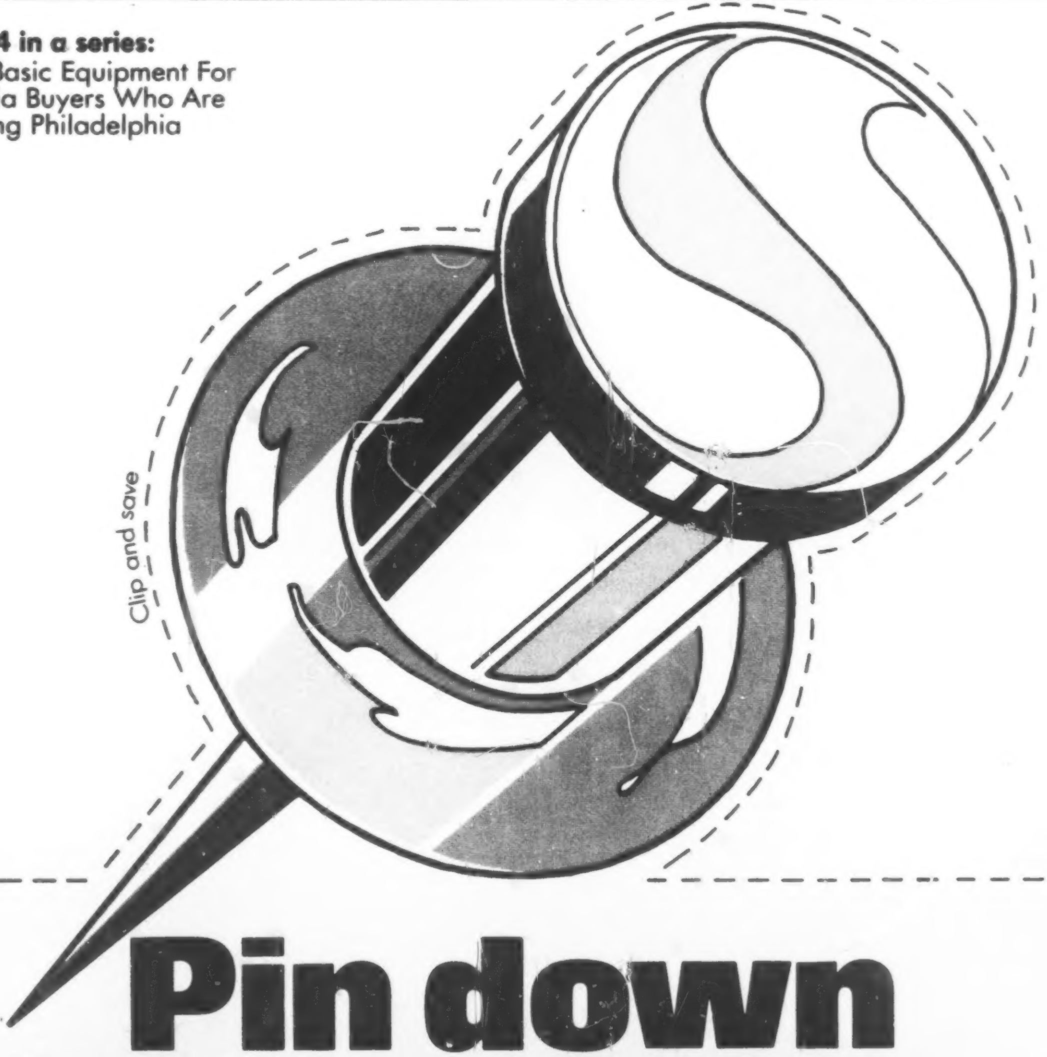

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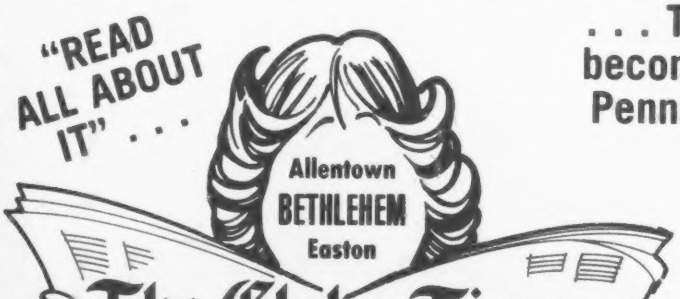
Source: Three Sigma, Syndicated Study, 1980

PA. (cont.)

S&MM ESTIMATES

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
STATE COLLEGE	**113.6**	**.0497**	**24.5**	**29.5**	**17.6**	**12.4**	**17.9**	**36.9**	**466,273**	**128,258**	**40,697**	**51,474**	**22,909**	**81,690**	**10,880**
Centre	113.6	.0497	24.5	29.5	17.6	12.4	17.9	36.9	466,273	128,258	40,697	51,474	22,909	81,690	10,880
• State College	36.2	.0158	22.4	56.6	12.1	7.4	9.6	9.8	176,435	43,111	24,087	16,618	8,224	25,372	3,336
SUBURBAN TOTAL	77.4	.0339	28.3	16.8	20.2	14.8	21.7	27.1	289,838	85,147	16,610	34,856	14,685	56,318	7,544
WILLIAMSPORT	**118.9**	**.0521**	**31.8**	**12.5**	**14.8**	**15.3**	**29.9**	**42.7**	**464,284**	**119,609**	**29,829**	**49,217**	**23,047**	**115,866**	**12,065**
Lycoming	118.9	.0521	31.8	12.5	14.8	15.3	29.9	42.7	464,284	119,609	29,829	49,217	23,047	115,866	12,065
• Williamsport	33.1	.0145	31.6	16.6	13.2	13.0	32.5	12.4	208,580	55,816	13,901	33,520	13,769	35,460	5,043
SUBURBAN TOTAL	85.8	.0376	31.8	10.9	15.5	16.2	28.8	30.3	255,704	63,793	15,928	15,697	9,278	80,406	7,022
YORK	**385.1**	**.1686**	**31.4**	**12.3**	**16.5**	**16.0**	**28.1**	**137.7**	**1,448,153**	**367,142**	**119,535**	**173,282**	**81,547**	**248,340**	**29,129**
Adams	69.1	.0303	29.6	14.4	15.8	14.7	26.8	23.4	196,704	52,920	22,696	8,861	11,532	34,003	3,591
York	316.0	.1383	31.8	11.8	16.8	16.3	28.3	114.3	1,251,449	314,222	96,839	164,421	70,015	214,337	25,538
• York	44.3	.0194	33.3	13.6	15.2	13.1	34.3	18.3	143,580	26,423	14,174	12,435	9,117	25,980	5,430
SUBURBAN TOTAL	340.8	.1492	31.2	12.1	16.7	16.4	27.3	119.4	1,304,573	340,719	105,361	160,847	72,430	222,360	23,699
OTHER COUNTIES															
Armstrong	77.9	.0340	33.5	11.2	13.8	16.0	32.0	28.4	245,254	68,780	20,354	19,605	12,963	54,136	7,656
Bedford	47.1	.0206	32.0	9.9	16.2	15.6	29.5	16.5	178,706	28,437	22,677	8,396	5,192	23,800	2,651
Bradford	63.3	.0277	30.4	10.9	16.2	14.6	27.9	21.8	217,988	47,909	9,647	17,265	6,259	62,500	7,413
Butler	149.6	.0654	30.0	13.2	15.9	15.8	26.3	50.5	530,061	110,367	43,531	51,340	22,971	115,062	12,016
Cameron	6.6	.0028	32.8	11.2	14.7	15.9	30.8	2.6	19,868	7,680	1,219	1,534	357	2,330	582
Clarion	43.7	.0191	29.4	17.1	14.3	13.9	28.1	14.4	154,464	37,652	11,522	6,957	5,851	33,833	3,326
Clearfield	84.3	.0369	33.0	10.3	14.5	15.0	32.1	29.6	383,129	78,216	14,924	26,236	13,183	89,815	8,371
Clinton	39.1	.0171	30.9	15.4	14.5	15.7	28.3	13.7	169,115	33,093	7,504	5,420	4,931	49,047	3,172
Columbia	62.4	.0273	32.2	15.3	14.1	14.9	31.1	22.0	227,931	55,847	11,822	27,409	6,011	36,906	6,453
Crawford	89.5	.0392	31.5	12.5	15.1	14.4	30.3	31.5	317,012	66,511	26,932	35,633	11,856	73,400	7,311
Elk	38.4	.0168	31.6	10.5	15.4	16.0	28.7	13.1	105,724	29,334	5,522	8,903	4,745	20,641	3,035
Fayette	160.8	.0704	33.9	10.9	13.1	15.5	33.2	57.6	662,828	157,868	38,781	121,584	24,313	125,308	13,670
Forest	5.1	.0022	37.6	8.1	14.8	14.2	38.3	1.9	14,236	3,806	2,025	321	252	2,660	
Franklin	114.7	.0502	31.0	12.4	16.7	16.1	27.2	40.7	400,974	98,877	31,174	40,645	11,825	79,201	14,730
Fulton	13.0	.0057	30.4	11.2	17.3	14.6	27.4	4.6	29,350	6,375	2,519	794	706	9,966	818
Greene	40.7	.0178	33.5	11.8	12.2	14.2	33.9	14.3	108,120	35,799	5,231	7,171	3,052	26,305	2,109
Huntingdon	42.5	.0186	31.3	13.3	15.9	15.3	28.7	14.6	117,606	32,338	7,926	6,451	2,139	28,398	2,930
Indiana	93.3	.0408	28.8	18.3	13.6	13.9	27.6	30.6	326,247	73,782	24,489	39,448	12,988	89,612	5,297
Jefferson	48.8	.0214	34.4	10.0	13.6	14.9	34.3	17.6	166,986	34,418	10,394	10,566	5,525	38,484	5,837
Juniata	19.4	.0085	31.3	11.3	15.9	15.3	28.9	6.8	48,840	11,319	2,369	1,776	2,114	14,846	646
Lawrence	107.2	.0469	32.8	12.5	14.0	16.3	30.6	37.9	395,812	116,052	23,520	41,900	12,847	90,463	14,288
Lebanon	110.5	.0483	31.8	12.3	15.9	16.1	28.8	38.9	459,371	106,029	28,304	64,109	19,489	96,808	9,329
McKean	50.5	.0221	33.8	10.4	14.1	14.7	33.6	18.4	167,616	42,077	10,482	12,448	5,021	44,406	6,246
Mifflin	47.0	.0206	32.2	11.1	16.3	15.6	29.8	17.0	177,947	40,715	12,729	15,637	5,189	29,885	5,397
Montour	16.7	.0073	33.6	11.1	14.8	15.2	32.6	5.6	49,620	9,824	6,386	1,689	2,428	14,017	2,095
Northumberland	100.4	.0440	36.0	10.1	14.2	15.4	35.6	38.2	334,357	69,577	22,997	26,201	11,086	60,994	13,494
Pike	18.8	.0082	39.4	8.0	13.8	14.5	39.7	7.4	41,172	5,301	10,263	1,127	2,427	3,326	218
Potter	17.8	.0078	31.7	10.6	14.4	14.4	30.9	6.2	39,629	17,912	1,653	459	1,736	4,024	1,685
Schuylkill	160.6	.0703	38.4	10.0	12.8	16.3	37.4	60.5	472,475	126,353	28,834	65,369	17,431	79,647	16,496
Snyder	33.9	.0149	29.5	15.1	16.6	14.7	26.1	10.9	115,100	16,896	11,277	13,462	3,112	27,886	2,499
Sullivan	6.4	.0028	35.0	11.9	12.3	14.0	35.9	2.2	9,831	3,521	1,433	637	244	1,821	155
☐ Susquehanna	38.1	.0167	31.6	10.3	16.0	14.5	30.0	13.2	92,869	25,490	7,970	1,146	2,991	20,828	1,899
Tioga	41.1	.0180	29.8	14.6	15.5	13.9	28.1	13.9	119,198	27,569	8,556	7,833	3,592	28,695	3,452
Union	33.2	.0145	29.2	18.5	17.4	14.9	25.0	10.2	116,040	34,414	11,524	6,866	4,279	19,679	5,337
Venango	64.8	.0284	32.1	10.9	14.9	15.8	29.9	23.0	195,954	50,247	12,419	20,670	7,001	42,585	4,822
Warren	47.5	.0207	32.5	10.6	16.0	15.8	30.2	16.9	440,962	28,000	10,142	10,103	3,982	32,343	4,093
Wayne	35.8	.0157	35.0	9.1	13.5	14.9	35.1	12.7	121,024	36,282	6,868	8,830	2,488	16,186	4,531
Wyoming	27.0	.0118	29.7	11.6	16.1	13.9	27.5	9.1	101,169	34,262	4,498	6,247	2,562	18,568	3,151
TOTAL METRO COUNTIES	**9,713.7**	**4.2514**	**32.4**	**12.7**	**15.5**	**16.2**	**29.8**	**3,502.9**	**38,840,820**	**8,852,446**	**3,481,051**	**5,026,971**	**1,915,670**	**6,944,941**	**1,007,639**
TOTAL STATE	**11,873.1**	**5.1962**	**32.4**	**12.6**	**15.2**	**16.1**	**30.0**	**4,264.7**	**46,622,536**	**10,635,885**	**3,993,498**	**5,768,212**	**2,177,817**	**8,532,524**	**1,214,950**



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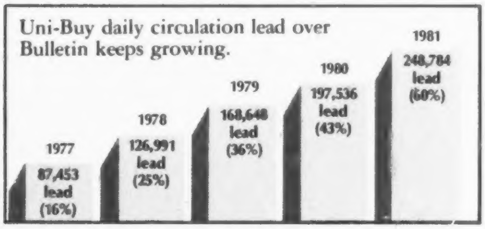

Uni-Buy daily circulation lead over Bulletin keeps growing.

Source: ABC Publishers' Statements for 3/31 each year.
Computations by Inquirer/News Research Dept

Philadelphia Inquirer & Daily News

*Source: Media Records, January through April, 1981, full-run.

Represented nationally by Knight-Ridder Sales.

PA.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ALLENTOWN - BETHLEHEM - EASTON	**5,431,016**	**20,980**	**4.3**	**11.8**	**31.9**	**36.7**	**.2898**
Carbon	328,621	15,485	5.8	19.1	35.3	16.8	.0187
Lehigh	2,548,228	21,949	4.1	11.0	31.0	40.0	.1396
● Allentown	893,817	19,057	5.6	13.2	31.4	31.3	.0511
Northampton	1,868,179	21,247	4.1	11.3	32.4	37.1	.0946
● Bethlehem	613,047	21,512	4.0	11.4	29.9	39.1	.0321
● Easton	180,701	16,159	5.9	15.2	29.7	24.0	.0106
Warren, N. J.	*685,988*	*21,210*	*4.3*	*11.2*	*32.0*	*37.4*	*.0369*
SUBURBAN TOTAL	3,743,451	21,670	3.9	11.3	32.5	38.5	.1960
ALTOONA	**907,473**	**16,549**	**6.0**	**15.7**	**33.2**	**22.7**	**.0554**
Blair	907,473	16,549	6.0	15.7	33.2	22.7	.0554
● Altoona	373,298	15,481	6.6	16.4	31.0	20.8	.0236
SUBURBAN TOTAL	534,175	17,317	5.5	15.1	34.8	24.2	.0318
ERIE	**2,041,268**	**18,977**	**4.3**	**13.2**	**35.0**	**29.4**	**.1144**
Erie	2,041,268	18,977	4.3	13.2	35.0	29.4	.1144
● Erie	846,807	17,641	5.0	14.1	34.4	25.2	.0459
SUBURBAN TOTAL	1,194,461	20,058	3.7	12.4	35.6	32.8	.0685
HARRISBURG	**4,040,832**	**21,823**	**4.0**	**11.8**	**29.0**	**40.8**	**.2164**
Cumberland	1,772,987	24,947	3.0	9.2	27.9	49.8	.0949
Dauphin	2,054,093	20,831	4.3	12.4	29.0	37.9	.1096
● Harrisburg	411,303	15,142	6.4	16.9	26.7	23.7	.0214
Perry	213,752	15,481	6.6	19.7	35.4	16.8	.0119
SUBURBAN TOTAL	3,629,529	22,843	3.6	10.9	29.4	43.7	.1950
JOHNSTOWN	**1,942,625**	**19,005**	**5.3**	**13.1**	**30.8**	**31.1**	**.1086**
Cambria	1,390,316	19,969	4.9	12.1	30.9	33.4	.0787
● Johnstown	255,105	16,649	6.0	13.5	31.8	23.3	.0152
Somerset	552,309	16,944	6.1	15.4	30.3	26.1	.0299
SUBURBAN TOTAL	1,687,520	19,436	5.1	13.1	30.6	32.5	.0934
LANCASTER	**2,861,279**	**20,657**	**4.1**	**13.0**	**32.6**	**35.7**	**.1576**
Lancaster	2,861,279	20,657	4.1	13.0	32.6	35.7	.1576
● Lancaster	376,905	15,715	5.8	17.4	30.8	21.6	.0231
SUBURBAN TOTAL	2,484,374	21,648	3.8	12.1	33.0	38.5	.1345
NORTHEAST PENNSYLVANIA	**4,344,322**	**16,556**	**5.8**	**16.6**	**33.1**	**22.6**	**.2495**
Lackawanna	1,509,843	16,271	5.8	17.4	33.4	21.7	.0864
● Scranton	590,498	15,491	6.2	17.9	31.7	20.3	.0363
Luzerne	2,316,267	16,439	6.0	16.5	33.0	22.3	.1319
● Hazleton	206,336	17,631	5.6	14.2	32.8	25.9	.0140
● Wilkes-Barre	345,497	15,530	6.4	17.0	30.0	21.9	.0198
Monroe	518,212	18,127	4.9	14.1	33.8	27.0	.0312
SUBURBAN TOTAL	3,201,991	16,814	5.7	16.4	33.8	22.9	.1794
PHILADELPHIA	**40,893,611**	**22,007**	**3.9**	**11.2**	**29.0**	**41.0**	**2.1162**
Bucks	4,201,363	24,603	2.5	8.7	31.3	48.5	.2312
Bristol Township	463,112	24,991	2.0	8.1	33.3	49.9	.0231
Chester	2,982,852	23,797	3.2	10.2	29.3	46.3	.1475
Delaware	5,270,850	24,525	3.1	9.2	28.0	48.6	.2672
Chester	304,303	16,381	5.8	14.5	30.8	23.6	.0153
Haverford Township	500,528	25,456	2.8	9.0	28.2	51.5	.0218
Upper Darby Township	805,269	22,771	3.6	10.9	31.2	42.8	.0392
Montgomery	7,023,548	26,193	2.7	8.7	25.9	53.5	.3501
Abington Township	639,889	26,549	2.5	7.6	26.9	54.6	.0313
Cheltenham Township	568,956	32,318	2.9	8.1	16.2	62.5	.0230

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Lower Merion Township	1,054,490	36,972	2.1	6.8	15.4	68.1	.0482
Philadelphia	12,712,534	18,236	5.3	13.7	28.8	30.6	.6523
● Philadelphia	12,712,534	18,236	5.3	13.7	28.8	30.6	.6523
Burlington, N. J.	*3,127,193*	*23,157*	*3.3*	*11.0*	*31.4*	*43.9*	*.1640*
Willingboro Township	*284,721*	*24,552*	*1.5*	*6.1*	*39.5*	*48.0*	*.0140*
Camden, N. J.	*4,084,814*	*22,872*	*3.8*	*10.7*	*28.0*	*43.7*	*.2161*
Camden	*522,839*	*15,171*	*6.6*	*16.8*	*29.1*	*21.4*	*.0260*
Cherry Hill Township	*784,587*	*34,219*	*1.3*	*4.6*	*15.0*	*74.4*	*.0447*
Gloucester, N. J.	*1,490,457*	*21,321*	*3.7*	*11.3*	*35.0*	*36.3*	*.0878*
SUBURBAN TOTAL	28,181,077	24,151	3.1	9.7	29.0	47.3	1.4639
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***48,204,753***	***22,011***	***3.9***	***11.2***	***29.3***	***41.0***	***2.5032***
PITTSBURGH	**18,444,923**	**19,805**	**4.3**	**12.1**	**32.8**	**33.0**	**.9951**
Allegheny	12,519,816	20,172	4.3	11.8	31.2	35.0	.6661
Penn Hills Township	448,632	22,712	2.8	10.1	37.8	40.3	.0241
● Pittsburgh	3,309,687	16,360	5.7	14.6	29.2	25.2	.1816
Beaver	1,547,341	20,237	3.8	11.6	36.6	32.2	.0836
Washington	1,478,481	17,9[illegible]8	4.6	13.0	35.9	25.1	.0858
Westmoreland	2,899,285	19,410	4.3	12.8	36.3	29.8	.1596
SUBURBAN TOTAL	15,135,236	20,571	3.9	11.4	34.0	35.0	.8135
READING	**2,607,802**	**20,967**	**4.4**	**12.2**	**31.3**	**36.4**	**.1408**
Berks	2,607,802	20,967	4.4	12.2	31.3	36.4	.1408
● Reading	588,704	16,228	6.2	15.7	30.5	23.4	.0325
SUBURBAN TOTAL	2,019,098	22,644	3.7	10.9	31.6	41.5	.1083
SHARON	**866,711**	**18,412**	**4.6**	**12.1**	**39.6**	**24.5**	**.0511**
Mercer	866,711	18,412	4.6	12.1	39.6	24.5	.0511
● Sharon	128,291	17,260	4.3	12.3	42.3	17.9	.0084
SUBURBAN TOTAL	738,420	18,686	4.6	12.1	39.1	25.7	.0427
STATE COLLEGE	**741,776**	**16,445**	**5.9**	**16.0**	**30.8**	**24.3**	**.0450**
Centre	741,776	16,445	5.9	16.0	30.8	24.3	.0450
● State College	233,208	14,207	7.9	14.4	21.7	26.5	.0151
SUBURBAN TOTAL	508,568	16,966	5.1	16.6	34.1	23.5	.0299
WILLIAMSPORT	**783,692**	**16,905**	**5.2**	**16.0**	**35.1**	**22.5**	**.0464**
Lycoming	783,692	16,905	5.2	16.0	35.1	22.5	.0464
● Williamsport	206,115	14,587	6.2	16.6	30.7	17.7	.0151
SUBURBAN TOTAL	577,577	17,825	4.8	15.8	36.8	24.4	.0313
YORK	**3,031,298**	**20,271**	**4.3**	**12.2**	**33.8**	**33.6**	**.1623**
Adams	554,260	20,203	4.6	12.2	32.6	34.0	.0275
York	2,477,038	20,284	4.3	12.2	34.1	33.5	.1348
● York	302,451	14,767	6.8	16.1	30.8	18.4	.0167
SUBURBAN TOTAL	2,728,847	21,027	4.0	11.6	34.2	35.9	.1456
OTHER COUNTIES							
Armstrong	487,390	15,958	5.3	17.0	35.5	18.4	.0278
Bedford	278,252	14,960	5.8	17.4	32.0	17.9	.0172
Bradford	392,086	16,354	5.8	16.8	33.9	21.1	.0231
Butler	1,009,245	19,104	3.6	12.1	38.3	27.7	.0573
Cameron	50,660	18,432	5.5	20.2	31.8	27.8	.0025
Clarion	273,289	16,957	5.6	13.8	33.6	23.2	.0161
Clearfield	552,033	17,219	5.6	13.4	31.2	26.1	.0345
Clinton	237,900	16,056	5.8	18.4	36.9	17.8	.0152

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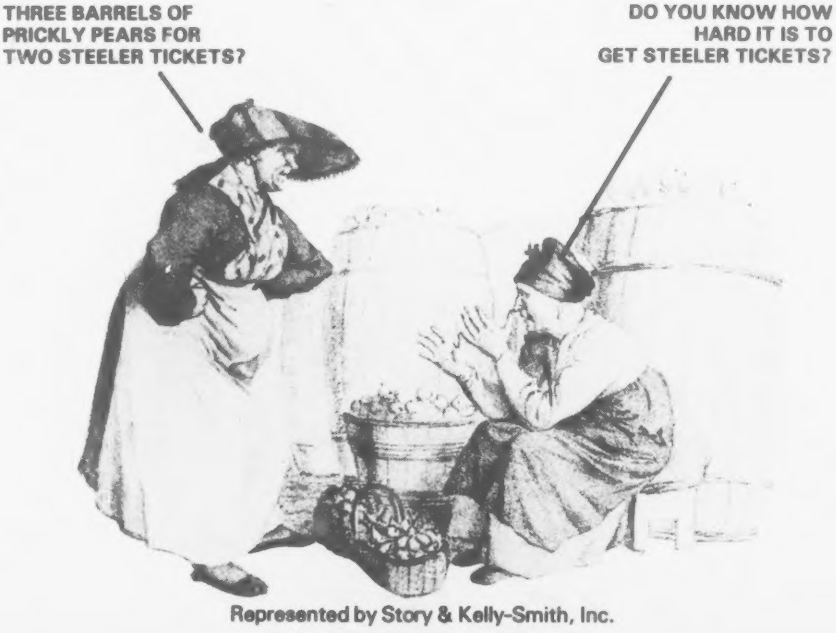
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S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Columbia	397,751	16,384	5.5	18.3	35.6	19.9	.0235
Crawford	528,852	15,446	5.7	18.5	34.3	17.5	.0322
Elk	235,434	16,800	4.8	19.0	38.0	19.9	.0131
Fayette	981,710	15,563	6.6	14.6	30.6	21.2	.0618
Forest	35,929	18,314	5.7	13.1	31.6	28.5	.0018
Franklin	713,141	16,200	5.5	19.8	35.4	19.5	.0422
Fulton	75,247	14,286	6.8	19.9	31.4	15.5	.0041
Greene	225,151	14,238	6.7	14.3	30.5	17.4	.0132
Huntingdon	241,731	14,734	6.4	19.0	30.7	18.3	.0139
Indiana	683,032	19,258	5.1	12.7	29.2	33.2	.0371
Jefferson	305,659	15,868	5.5	15.6	31.5	21.4	.0179
Juniata	109,285	14,891	6.8	20.1	34.5	15.0	.0062
Lawrence	699,787	17,407	4.7	14.3	37.0	22.6	.0410
Lebanon	788,642	18,608	4.9	15.2	37.8	26.5	.0457
McKean	304,237	15,322	6.1	18.5	35.2	16.1	.0180
Mifflin	278,759	15,010	5.8	19.8	34.4	15.7	.0173
Montour	114,608	18,281	4.9	14.9	33.9	27.8	.0062
Northumberland	621,403	15,108	6.0	18.3	32.7	17.7	.0364
Pike	122,797	14,563	7.3	18.2	30.0	18.3	.0063
Potter	98,479	14,265	6.0	20.5	32.1	15.0	.0055
Schuylkill	984,637	15,122	6.3	17.8	32.9	17.6	.0560
Snyder	211,227	17,712	5.4	15.4	36.0	24.5	.0123
Sullivan	40,657	15,195	5.5	16.3	24.4	26.3	.0020
☐ Susquehanna	196,890	13,326	7.7	22.3	31.2	11.4	.0115
Tioga	237,892	15,310	5.4	19.1	32.9	18.4	.0139
Union	207,104	17,161	5.0	17.3	31.9	25.8	.0122
Venango	419,892	16,424	5.3	16.4	35.5	20.3	.0234
Warren	334,943	18,089	4.8	14.2	35.6	26.1	.0270
Wayne	212,773	14,765	6.8	19.5	31.2	17.8	.0126
Wyoming	131,266	13,499	7.6	21.7	32.5	10.8	.0091
TOTAL METRO COUNTIES	**79,747,066**	**20,266**	**4.4**	**12.3**	**31.1**	**35.3**	**4.2553**
TOTAL STATE	**93,369,946**	**19,488**	**4.6**	**13.1**	**31.5**	**32.8**	**5.0609**

RHODE ISLAND

R.I.
S&MM ESTIMATES

POPULATION—12/31/80

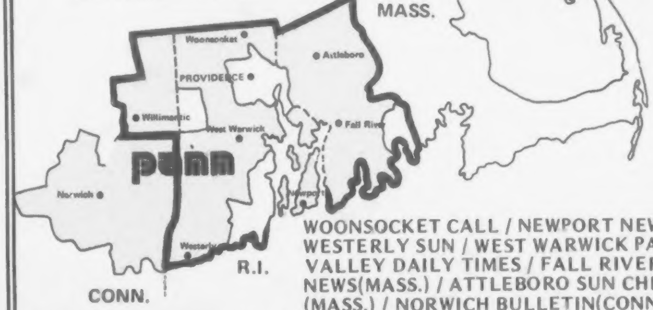
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)
PROVIDENCE - WARWICK - PAWTUCKET	**867.8**	**.3798**	**32.5**	**13.1**	**15.5**	**15.5**	**30.5**	**314.5**
Bristol	46.9	.0205	32.0	12.6	15.4	17.3	28.1	15.6
Kent	154.8	.0678	31.4	11.4	16.7	17.3	26.7	55.1
• Warwick	87.2	.0382	32.5	10.6	15.4	18.0	28.1	30.8
Providence	571.6	.2501	33.7	12.8	15.0	15.1	33.0	211.9
Cranston	72.0	.0315	36.0	11.0	14.3	16.9	34.2	24.9
East Providence	51.3	.0225	33.2	11.0	16.2	15.6	[illegible]	18.5

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
PROVIDENCE - WARWICK - PAWTUCKET	**3,063,861**	**725,265**	**265,773**	**359,255**	**129,195**	**415,222**	**105,946**
Bristol	106,338	31,318	9,395	1,418	4,488	20,090	5,336
Kent	739,906	156,618	61,779	185,044	16,542	92,947	19,640
• Warwick	539,694	98,225	44,486	179,798	11,813	55,569	10,067
Providence	1,891,177	460,219	161,345	154,828	93,855	258,151	70,661
Cranston	194,371	46,697	21,377	10,392	14,583	18,458	11,936
East Providence	201,246	44,795	12,472	8,869	11,808	51,313	8,444

It takes 2 buys to dominate the Providence ADI

The Providence ADI



. . .PANN (the Providence Area Newspaper Network) and the Providence Journal-Bulletin. Together they dominate the ADI with 62%.

- The PANN market is comprised of 56 contiguous townships accounting for 52% of the ADI households.
- The PANN Newspaper Network (8 strong daily newspapers) covers 24.6% of the ADI households with 142,836 ADI circulation; plus a total circulation of 179,165.

WOONSOCKET CALL / NEWPORT NEWS
WESTERLY SUN / WEST WARWICK PAWTUXET
VALLEY DAILY TIMES / FALL RIVER HERALD
NEWS(MASS.) / ATTLEBORO SUN CHRONICLE
(MASS.) / NORWICH BULLETIN(CONN.) /
WILLIMANTIC CHRONICLE(CONN.)

Nationally marketed by
LANDON ASSOCIATES, INC.

pann
PROVIDENCE AREA NEWSPAPER NETWORK

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R.I. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
● Pawtucket	70.9	.0310	35.5	11.3	14.3	14.9	35.5	28.1	273,338	59,401	13,601	26,343	10,714	46,433	10,820
● Providence	155.5	.0681	33.6	16.4	14.8	12.7	35.2	62.7	541,000	92,474	47,747	47,747	35,862	73,200	17,533
Woonsocket	45.9	.0201	33.4	12.0	14.9	14.3	33.3	17.7	145,196	36,266	12,534	10,130	8,024	21,141	6,512
Washington	94.5	.0414	27.4	17.8	17.3	14.0	22.9	31.9	326,440	77,110	33,254	17,965	14,310	44,034	10,309
SUBURBAN TOTAL	554.2	.2425	31.8	12.8	16.0	15.9	29.1	192.9	1,709,829	475,165	159,939	105,367	70,806	240,020	67,526
OTHER COUNTIES															
Newport	81.8	.0358	27.9	17.3	16.5	14.6	23.7	28.7	262,146	57,325	37,698	15,967	6,711	34,831	10,576
TOTAL METRO COUNTIES	**867.8**	**.3798**	**32.5**	**13.1**	**15.5**	**15.5**	**30.5**	**314.5**	**3,063,861**	**725,265**	**265,773**	**359,255**	**129,195**	**415,222**	**105,946**
TOTAL STATE	**949.6**	**.4156**	**32.0**	**13.4**	**15.7**	**15.4**	**30.0**	**343.2**	**3,326,007**	**782,590**	**303,471**	**375,222**	**135,906**	**450,053**	**116,522**

R.I.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
PROVIDENCE - WARWICK - PAWTUCKET	**6,830,449**	**19,228**	**4.6**	**13.3**	**31.2**	**31.8**	**.3592**
Bristol	366,317	20,053	3.7	13.7	32.9	34.1	.0175
Kent	1,299,437	21,949	3.4	11.1	33.8	38.9	.0723
● Warwick	751,943	22,596	3.4	10.1	33.1	41.4	.0451
Providence	4,387,407	18,265	5.0	13.8	30.5	29.3	.2296
Cranston	630,248	21,895	3.8	12.2	30.8	40.5	.0297
East Providence	399,072	20,133	4.2	13.2	34.3	33.1	.0217
● Pawtucket	527,603	17,325	5.3	14.2	31.7	25.7	.0292
● Providence	1,190,494	15,038	6.3	15.4	27.2	22.9	.0632
Woonsocket	307,531	15,864	5.3	15.9	31.5	21.1	.0170
Washington	777,288	19,935	4.6	14.0	31.3	33.8	.0398
SUBURBAN TOTAL	4,360,409	20,143	4.1	13.1	32.1	34.0	.2217
OTHER COUNTIES							
Newport	672,513	16,454	5.4	17.5	30.9	24.3	.0340
TOTAL METRO COUNTIES	**6,830,449**	**19,228**	**4.6**	**13.3**	**31.2**	**31.8**	**.3592**
TOTAL STATE	**7,502,962**	**18,983**	**4.7**	**13.7**	**31.2**	**31.1**	**.3932**

In the Primary Retail Market (PRM), the Providence Journal-Bulletin gives you 71.4% coverage and the Sunday Journal 66.3% coverage.

The daily Journal-Bulletin reaches 169,880 households in the PRM and the Sunday Journal 157,760 households.

And the PRM is where the action is: 71.9% of Rhode Island households, 69.2% of car expenditures (new and used), 69.9% of furniture expenditures, 71.1% of apparel expenditures, 70.0% of food at home expenditures, 74.7% of food away from home expenditures, 69.5% of non-prescription drug expenditures.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

Write or call Bill Peckham, General Advertising Manager, Providence Journal Company, 75 Fountain Street, Providence, RI 02902/(401) 277-7172, or contact Cresmer, Woodward, O'Mara & Ormsbee, Inc.

The Providence Journal-Bulletin

Source: Net paid circulation from ABC Publishers Statement for 26-week period ending 9/28/80. Household estimates from Providence Journal-Bulletin research department. Expenditures from Urban Decision Systems, 1980 estimates.

PRIMARY
RETAIL
MARKET

Total Circulation:
Journal and Bulletin — 217,392
Sunday Journal — 227,718

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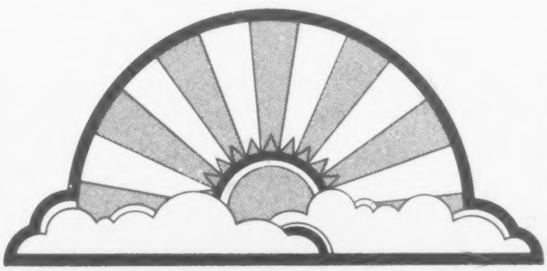
SOUTH CAROLINA

S.C.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
ANDERSON	**135.3**	**.0592**	**31.5**	**11.6**	**17.4**	**17.4**	**26.6**	**48.1**	**572,803**	**147,382**	**31,598**	**72,111**	**30,452**	**119,048**	**18,096**
Anderson	135.3	.0592	31.5	11.6	17.4	17.4	26.6	48.1	572,803	147,382	31,598	72,111	30,452	119,048	18,096
• Anderson	27.3	.0119	33.3	12.3	14.1	16.9	30.6	10.1	331,255	57,096	21,285	61,929	16,552	73,386	8,903
SUBURBAN TOTAL	108.0	.0473	31.2	11.5	18.2	17.5	25.5	38.0	241,548	90,286	10,313	10,182	13,900	45,662	9,193
CHARLESTON - NORTH CHARLESTON	**436.8**	**.1914**	**26.3**	**15.3**	**17.9**	**16.1**	**18.2**	**141.7**	**1,547,855**	**374,727**	**130,248**	**205,660**	**71,364**	**271,836**	**45,219**
Berkeley	96.9	.0425	25.4	12.5	19.6	16.0	15.2	30.0	148,121	66,884	7,086	7,265	4,598	15,728	4,936
Charleston	279.5	.1224	26.4	17.1	17.5	16.0	18.9	92.6	1,234,782	253,697	115,815	184,975	59,655	218,551	34,481
• Charleston	69.7	.0305	30.5	14.6	13.8	16.1	27.7	26.8	459,400	87,482	51,636	62,447	25,129	78,616	11,773
• North Charleston	66.4	.0291	24.2	30.8	21.9	13.6	10.9	18.4	337,649	59,225	32,276	44,591	24,853	54,595	3,987
Dorchester	60.4	.0265	27.2	11.2	17.7	16.6	19.6	19.1	164,952	54,146	7,347	13,420	7,111	37,557	5,802
SUBURBAN TOTAL	300.7	.1318	26.3	12.0	18.0	16.7	17.6	96.5	750,806	228,020	46,336	98,622	21,382	138,625	29,459
COLUMBIA	**414.7**	**.1816**	**27.0**	**17.9**	**17.8**	**16.2**	**19.6**	**137.1**	**1,676,626**	**382,097**	**135,654**	**237,503**	**73,942**	**314,806**	**53,403**
Lexington	144.3	.0632	28.6	12.7	20.2	17.6	19.5	49.5	442,388	142,980	37,362	34,422	11,018	79,421	9,861
Richland	270.4	.1184	26.0	20.7	16.5	15.5	19.6	87.6	1,234,238	239,117	98,292	203,081	62,924	235,385	43,542
• Columbia	98.1	.0429	24.7	30.0	14.2	12.8	21.9	30.3	575,699	67,382	48,469	97,936	43,513	140,812	26,426
SUBURBAN TOTAL	316.6	.1387	27.7	14.2	18.8	17.3	18.9	106.8	1,100,927	314,715	87,185	139,567	30,429	173,994	26,977
FLORENCE	**111.7**	**.0489**	**28.5**	**12.1**	**16.8**	**16.4**	**22.5**	**36.6**	**475,616**	**102,759**	**25,643**	**69,595**	**23,398**	**85,431**	**12,127**
Florence	111.7	.0489	28.5	12.1	16.8	16.4	22.5	36.6	475,616	102,759	25,643	69,595	23,398	85,431	12,127
• Florence	30.3	.0133	29.0	10.7	11.9	18.0	24.9	10.8	279,530	55,390	16,723	44,122	14,461	53,487	8,800
SUBURBAN TOTAL	81.4	.0356	28.3	12.6	18.7	15.9	21.6	25.8	196,086	47,369	8,920	25,473	8,937	31,944	3,327
GREENVILLE - SPARTANBURG	**575.4**	**.2518**	**30.3**	**13.9**	**17.8**	**17.3**	**24.3**	**201.8**	**2,457,027**	**583,951**	**196,519**	**304,341**	**101,382**	**453,942**	**92,835**
Greenville	291.2	.1275	30.2	13.2	18.3	17.6	23.7	103.9	1,307,955	295,180	99,840	195,110	52,784	231,233	45,099
• Greenville	57.9	.0253	31.5	15.7	14.7	16.8	28.0	21.9	581,952	75,052	48,139	124,457	37,672	100,383	23,495
Pickens	80.7	.0353	28.3	19.4	17.2	15.9	22.7	26.7	265,509	80,584	24,373	11,404	10,757	53,755	12,482
Spartanburg	203.5	.0890	31.1	12.7	17.3	17.5	25.7	71.2	883,563	208,187	72,306	97,827	37,841	168,954	35,254
• Spartanburg	43.9	.0192	31.7	14.2	15.3	16.5	28.4	16.1	544,094	128,363	53,259	52,790	18,855	106,929	25,407
SUBURBAN TOTAL	473.6	.2073	30.0	13.6	18.5	17.4	23.4	163.8	1,330,981	380,536	95,121	127,094	44,855	246,630	43,933
ROCK HILL	**108.4**	**.0474**	**29.1**	**13.9**	**16.7**	**16.7**	**23.5**	**35.8**	**381,223**	**102,843**	**36,848**	**41,588**	**12,194**	**71,976**	**14,778**
York	108.4	.0474	29.1	13.9	16.7	16.7	23.5	35.8	381,223	102,843	36,848	41,588	12,194	71,976	14,778
• Rock Hill	35.4	.0155	24.8	18.5	11.8	15.5	22.0	11.7	278,887	73,685	27,427	37,516	8,888	48,481	10,496
SUBURBAN TOTAL	73.0	.0319	30.5	11.8	19.0	17.2	24.3	24.1	102,336	29,158	9,421	4,072	3,306	23,495	4,282
OTHER COUNTIES															
Abbeville	22.8	.0099	31.8	13.6	14.5	16.2	29.2	7.8	42,042	18,960	1,949	2,564	1,606	6,027	2,573
☐ Aiken	106.8	.0468	30.0	11.4	17.5	18.3	22.9	37.3	345,729	106,213	18,468	34,146	10,484	60,459	13,883
Allendale	10.8	.0047	29.4	12.4	13.7	14.7	27.6	3.5	22,532	7,264	1,521	466	775	2,746	1,418
Bamberg	18.2	.0080	26.1	15.1	12.6	13.4	25.4	5.7	38,915	13,635	1,555	5,127	1,213	4,102	1,440
Barnwell	20.0	.0087	29.0	11.6	14.3	15.7	25.8	6.6	55,250	21,819	1,731	2,135	2,835	13,115	1,397
Beaufort	66.5	.0291	22.9	23.6	16.1	11.8	15.0	20.9	247,339	61,825	18,783	22,798	19,277	30,888	8,033
Calhoun	12.3	.0053	29.9	10.8	13.7	13.9	29.1	4.0	17,650	5,430	605	138	795	5,107	1,027
Cherokee	41.3	.0180	30.3	12.7	16.7	16.6	25.5	13.9	145,889	41,559	10,472	8,255	3,732	23,146	5,754
Chester	30.2	.0132	30.8	11.6	15.1	15.9	27.8	10.1	82,496	25,998	5,604	4,822	3,026	15,125	5,019
Chesterfield	38.5	.0169	29.5	12.2	16.7	15.7	25.1	13.1	111,142	37,693	4,533	8,039	4,189	20,670	7,211
Clarendon	27.6	.0121	27.2	12.2	13.4	14.5	25.1	8.6	80,507	25,625	4,744	5,541	1,235	11,391	2,956
Colleton	32.0	.0140	30.1	11.5	14.1	15.5	27.6	10.5	70,949	23,480	4,296	7,516	2,798	5,989	3,606
Darlington	63.3	.0277	28.5	12.6	16.2	16.1	23.4	20.5	165,741	47,481	12,210	12,430	4,597	23,291	8,513
Dillon	31.2	.0136	26.8	12.3	14.0	14.7	23.7	9.5	100,951	30,498	2,386	6,765	3,958	13,220	3,870
Edgefield	17.7	.0077	29.2	12.6	14.6	15.9	25.6	5.7	41,072	9,024	529	934	2,192	18,166	1,427
Fairfield	20.7	.0091	29.0	11.9	13.8	14.7	27.0	6.4	47,954	19,849	1,677	2,335	715	7,679	1,879
Georgetown	43.1	.0188	26.6	11.5	14.0	15.5	22.8	13.7	167,644	39,347	15,752	11,319	4,995	36,549	6,480
Greenwood	58.4	.0255	31.7	11.9	16.8	17.6	26.8	20.7	231,967	56,786	13,793	24,145	10,749	33,767	7,677
Hampton	18.3	.0080	28.9	11.9	13.8	14.6	26.9	6.1	64,523	22,176	1,522	6,239	3,082	8,960	2,147
Horry	103.9	.0455	28.1	12.5	16.1	16.6	22.3	36.2	593,274	107,710	77,058	82,444	24,099	107,385	22,164
Jasper	14.7	.0064	29.0	10.5	14.2	14.9	26.6	4.7	48,793	9,777	4,924	223	763	5,078	240
Kershaw	39.3	.0172	29.7	11.9	15.9	16.8	24.8	13.4	117,946	35,333	6,457	11,659	4,609	24,258	2,606
Lancaster	54.0	.0237	29.5	12.7	17.6	16.8	23.5	18.2	164,793	47,366	8,265	16,563	8,011	29,455	8,242
Laurens	52.4	.0229	30.3	14.6	16.2	15.8	26.6	17.2	131,790	37,662	8,607	14,604	3,619	27,673	4,928



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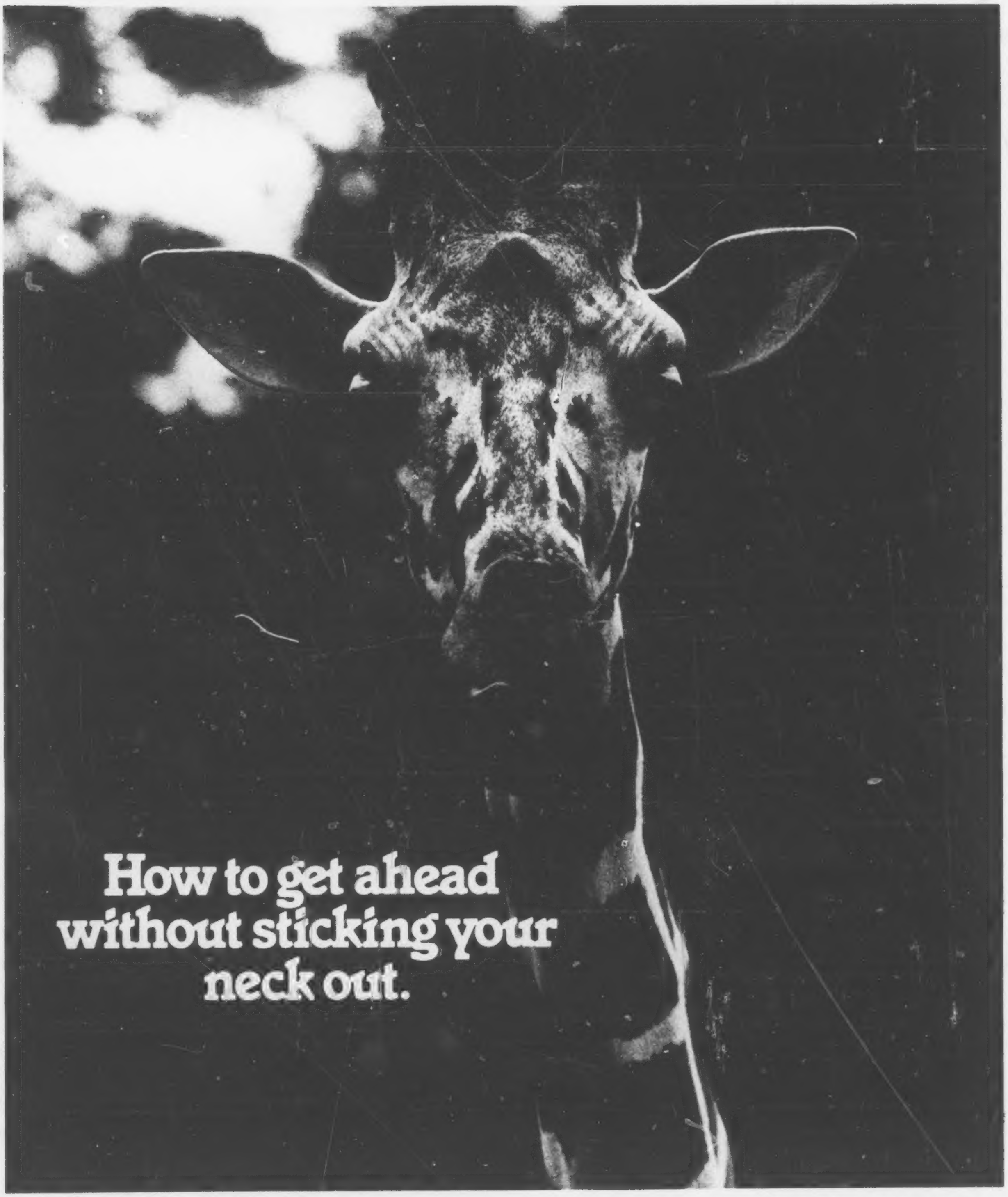
THE EVENING POST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without sticking your
neck out.

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The Columbia State & Record
The Myrtle Beach Sun News

Sources: SRDS 5-12-81 and 1981 Survey of Buying Power

Represented by Story & Kelly-Smith, Inc.

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group: 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lee	19.0	.0083	27.4	11.7	13.1	15.0	25.0	5.7	27,659	10,793	2,694	1,831	787	4,850	345
McCormick	7.8	.0034	27.2	13.1	14.4	13.7	25.0	2.4	10,185	5,920	385	272	182	869	609
Marion	34.5	.0151	28.4	12.3	13.6	15.6	25.4	11.0	90,632	32,355	3,029	7,517	4,441	16,293	4,319
Marlboro	31.9	.0139	28.5	12.0	14.7	15.1	25.3	10.0	78,001	27,742	4,326	6,474	2,197	18,557	3,464
Newberry	31.2	.0137	33.5	12.2	14.3	15.8	32.0	11.0	110,575	28,483	4,319	8,155	4,693	29,062	4,931
Oconee	49.2	.0215	30.7	11.8	18.5	16.6	25.5	17.8	162,014	48,052	6,879	10,232	7,742	29,368	9,094
Orangeburg	83.1	.0364	27.8	14.2	14.6	15.0	24.5	26.2	273,702	62,216	16,945	26,324	9,122	52,524	9,345
Saluda	16.3	.0071	31.8	10.9	14.8	15.9	29.4	5.4	28,167	11,138	793	1,107	718	5,080	1,625
Sumter	88.9	.0390	25.8	15.1	16.9	15.8	18.6	27.8	319,284	71,161	19,268	28,199	15,333	71,692	9,343
Union	30.9	.0135	31.9	11.5	16.4	16.8	28.1	10.7	76,100	25,332	3,693	4,778	1,822	9,534	4,398
Williamsburg	38.6	.0169	26.0	12.1	13.1	14.9	23.3	11.6	84,842	22,480	3,016	4,893	4,406	23,499	2,933
TOTAL METRO COUNTIES	**1,889.1**	**.8271**	**28.5**	**14.7**	**17.7**	**16.7**	**21.8**	**638.4**	**7,456,879**	**1,799,972**	**574,978**	**964,944**	**323,216**	**1,377,498**	**250,341**
TOTAL STATE	**3,157.7**	**1.3819**	**28.5**	**14.1**	**16.8**	**16.3**	**22.8**	**1,055.0**	**11,509,199**	**2,891,941**	**849,298**	**1,321,787**	**487,529**	**2,112,613**	**411,354**

S.C.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
ANDERSON	**866,641**	**16,428**	**5.7**	**17.4**	**32.1**	**22.9**	**.0535**
Anderson	866,641	16,428	5.7	17.4	32.1	22.9	.0535
● Anderson	189,974	15,675	6.6	16.4	28.0	24.2	.0179
SUBURBAN TOTAL	676,667	16,617	5.4	17.7	33.1	22.6	.0356
CHARLESTON - NORTH CHARLESTON	**2,676,744**	**15,418**	**5.7**	**16.8**	**28.5**	**22.9**	**.1602**
Berkeley	505,702	14,979	5.1	18.2	29.3	20.6	.0270
Charleston	1,873,619	15,961	5.8	15.8	28.0	25.0	.1145
● Charleston	490,731	14,272	6.1	15.1	23.7	24.2	.0339
● North Charleston	503,223	14,869	6.8	18.4	30.1	19.5	.0302
Dorchester	297,423	13,979	6.6	19.1	29.6	16.4	.0187
SUBURBAN TOTAL	1,682,790	15,791	5.4	16.9	29.6	23.2	.0961
COLUMBIA	**3,007,393**	**18,010**	**5.4**	**15.3**	**29.2**	**30.2**	**.1715**
Lexington	956,614	18,037	5.3	15.6	32.1	27.8	.0529
Richland	2,050,779	17,993	5.4	15.2	27.6	31.5	.1186
● Columbia	730,087	15,246	6.4	16.7	25.1	25.7	.0466
SUBURBAN TOTAL	2,277,306	18,731	5.0	14.9	30.4	31.5	.1249
FLORENCE	**700,504**	**16,214**	**6.1**	**15.3**	**26.7**	**26.8**	**.0439**
Florence	700,504	16,214	6.1	15.3	26.7	26.8	.0439
● Florence	227,294	16,610	6.6	15.5	25.3	29.3	.0176
SUBURBAN TOTAL	473,210	16,040	5.8	15.2	27.3	25.9	.0263
GREENVILLE - SPARTANBURG	**4,003,642**	**17,510**	**5.5**	**15.8**	**29.9**	**28.2**	**.2368**
Greenville	2,188,928	18,842	5.1	14.3	29.3	32.3	.1264
● Greenville	483,950	17,348	6.1	13.3	24.5	32.2	.0365
Pickens	451,672	14,842	7.0	19.5	33.1	16.3	.0276
Spartanburg	1,363,042	16,923	5.6	16.5	29.7	26.7	.0828
● Spartanburg	342,605	16,954	5.9	15.1	23.7	31.7	.0302
SUBURBAN TOTAL	3,177,087	17,572	5.3	16.2	31.3	27.3	.1701
ROCK HILL	**713,162**	**18,337**	**5.3**	**15.2**	**30.5**	**29.6**	**.0411**
York	713,162	18,337	5.3	15.2	30.5	29.6	.0411
● Rock Hill	228,429	17,255	6.3	16.4	29.9	26.7	.0181
SUBURBAN TOTAL	484,733	18.823	4.9	14.6	30.8	30.9	.0230
OTHER COUNTIES							
Abbeville	126,882	14,796	6.4	18.6	29.6	19.7	.0069
☐ Aiken	787,456	19,261	4.7	13.5	27.7	34.1	.0417

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group:
(A) $8,000–$9,999
(B) $10,000–$14,999
(C) $15,000–$24,999
(D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Allendale	42,280	9,392	7.3	15.9	23.1	8.8	.0029
Bamberg	76,012	11,118	8.7	18.6	24.4	11.5	.0049
Barnwell	111,828	15,033	6.8	13.7	28.5	21.7	.0065
Beaufort	477,432	14,934	6.7	18.1	26.4	23.4	.0267
Calhoun	56,587	11,392	7.4	14.9	22.3	17.6	.0031
Cherokee	250,227	16,268	6.2	17.1	32.1	22.2	.0150
Chester	173,391	15,403	6.3	16.3	28.9	22.4	.0101
Chesterfield	227,488	15,070	6.7	17.4	28.8	21.4	.0130
Clarendon	105,346	9,055	8.6	16.8	18.4	10.8	.0080
Colleton	143,810	11,315	8.0	17.9	23.7	13.6	.0089
Darlington	355,601	14,646	6.6	15.9	26.2	22.7	.0204
Dillon	148,493	12,340	7.7	16.4	23.9	17.9	.0099
Edgefield	98,396	13,983	6.3	15.5	23.4	23.9	.0055
Fairfield	106,566	13,995	7.0	16.0	24.1	22.6	.0063
Georgetown	272,253	16,541	5.8	13.9	24.8	29.5	.0164
Greenwood	410,241	18,035	4.9	15.6	30.8	29.0	.0236
Hampton	92,485	12,110	7.2	17.8	24.7	15.6	.0063
Horry	653,302	14,449	7.2	17.2	26.0	22.1	.0455
Jasper	61,078	10,468	6.7	16.7	23.2	11.6	.0045
Kershaw	255,941	17,193	5.1	13.6	28.6	27.9	.0141
Lancaster	285,694	15,148	7.0	19.0	35.7	14.8	.0178
Laurens	316,865	16,786	5.6	17.0	31.8	24.3	.0174
Lee	93,644	11,529	7.2	13.3	20.7	20.9	.0050
McCormick	30,406	9,922	8.7	16.7	23.7	9.3	.0017
Marion	151,658	10,780	8.0	16.4	23.5	12.9	.0101
Marlboro	142,725	12,209	8.0	17.9	26.6	13.9	.0090
Newberry	179,709	14,762	6.7	16.5	30.8	18.4	.0113
Oconee	291,072	15,351	6.4	19.0	34.9	16.4	.0173
Orangeburg	419,259	12,409	7.8	15.9	23.3	19.1	.0274
Saluda	93,123	15,000	6.5	15.5	30.3	19.7	.0049
Sumter	496,755	14,419	7.2	17.6	26.5	21.4	.0313
Union	159,008	14,080	7.5	19.7	34.4	11.8	.0095
Williamsburg	151,486	10,271	8.2	17.9	21.3	11.8	.0102
TOTAL METRO COUNTIES	**12,755,542**	**17,110**	**5.5**	**15.8**	**29.3**	**27.4**	**.7487**
TOTAL STATE	**19,812,585**	**15,937**	**6.0**	**16.2**	**28.6**	**24.5**	**1.1801**

Spartanburg Herald-Journal
8-Hour Rampage Ends With 5 Deaths
READ ALL ABOUT IT!

It takes Spartanburg to get the Greenville/Spartanburg, SC market

Greenville/Spartanburg market has more people spending more money than any other market in South Carolina! And it's getting bigger all the time:

Population	575,400
Effective Buying Income	$4,003,642,000
Total Retail Sales	$2,457,027,000
Households	201,800
EBI Per Household	$18,993
TRS Per Household	$12,176

37TH ADI
71ST SMSA
1ST IN S.C.

The Spartanburg Herald
THE SPARTANBURG JOURNAL

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Landon Associates, 23 offices

SOURCES: S&MM SBP '81/SRDS

SOUTH DAKOTA

S.D.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	 25–34 Years	 35–49 Years	 50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	 Food ($000)	 Eating & Drinking Places ($000)	 General Mdse. ($000)	 Furniture/ Furnish./ Appliance ($000)	 Automotive ($000)	 Drug ($000)
SIOUX FALLS	**110.6**	**.0484**	**28.8**	**14.2**	**17.2**	**15.0**	**24.4**	**41.1**	**750,656**	**99,729**	**68,129**	**97,248**	**29,338**	**143,278**	**39,340**
Minnehaha	110.6	.0484	28.8	14.2	17.2	15.0	24.4	41.1	750,656	99,729	68,129	97,248	29,338	143,278	39,340
• Sioux Falls	82.0	.0359	[illegible]	15.4	17.1	15.4	23.9	31.2	607,899	77,349	62,228	94,585	28,186	86,833	38,661
SUBURBAN TOTAL	28.6	.0125	29.0	10.7	17.6	14.0	25.5	9.9	142,757	22,380	5,901	2,663	1,152	56,445	679
OTHER COUNTIES															
Aurora	3.6	.0016	34.0	7.8	12.7	16.1	32.6	1.2	5,405	889	464	117	175	195	
Beadle	19.1	.0083	31.6	12.0	15.3	15.7	29.1	7.4	83,657	15,710	5,722	5,788	2,806	23,596	4,348
Bennett	3.3	.0015	26.7	11.7	14.9	14.2	23.4	1.0	10,370	1,744	853	48	160	4,110	108
Bon Homme	8.0	.0035	32.3	17.0	12.2	13.3	33.4	2.9	23,334	4,788	2,362	282	1,335	3,910	263
Brookings	24.6	.0108	24.5	29.2	13.6	11.1	23.1	8.2	105,883	24,146	12,335	3,193	3,460	17,088	4,812
Brown	37.0	.0161	27.9	18.1	15.5	13.6	25.4	13.5	218,731	44,559	24,582	28,057	11,579	47,647	7,285
Brule	5.2	.0023	31.7	9.1	14.6	15.7	29.5	1.9	39.079	4,194	3,882	496	486	7,448	1,274
Buffalo	1.8	.0008	24.4	9.9	18.8	12.2	18.1	.4	207	44	32				
Butte	8.4	.0037	31.9	10.6	13.9	15.5	30.2	3.1	36,902	9,326	2,608	2,490	347	6,045	727
Campbell	2.2	.0010	33.5	8.2	16.5	17.8	29.8	.8	3,316	1,188	527	48	29	669	
Charles Mix	9.7	.0042	32.1	8.4	14.4	14.3	31.5	3.3	23,873	6,736	2,349	971	533	3,995	769
Clark	4.9	.0021	38.5	7.6	12.1	15.8	37.9	1.9	10,658	1,412	1,655		228	3,564	1,358
Clay	13.1	.0058	23.4	37.6	13.6	9.7	18.3	4.3	35,841	9,059	5,016	1,084	1,174	5,628	1,848
Codington	21.1	.0092	31.1	11.5	15.1	13.9	30.2	7.8	119,335	17,762	11,297	13,508	6,315	28,295	3,677
Corson	5.2	.0023	25.6	10.1	15.3	13.9	21.7	1.5	7,201	1,357	670	377	106	97	439
Custer	6.1	.0027	33.5	9.7	16.5	14.6	32.9	2.2	19,676	4,275	4,429	95	67	4,175	489
Davison	17.9	.0078	30.3	13.9	14.2	13.7	29.6	6.8	120,212	28,389	10,967	11,596	2.975	20,078	1,458
Day	8.1	.0035	37.1	8.3	11.7	14.8	37.4	3.0	18,736	4,033	1,944	484	394	6,434	1,234
Deuel	5.3	.0024	36.7	8.3	12.6	15.6	36.2	1.9	6,577	980	1,316	229	106	1,550	350
Dewey	5.4	.0023	24.7	10.4	15.5	13.5	20.4	1.5	10,163	4,133	888	678	58	1,305	
Douglas	4.2	.0019	33.9	8.5	13.9	15.0	33.5	1.4	11,343	2,757	471	268	332	3,062	227
Edmunds	5.2	.0022	34.6	7.5	13.6	15.5	34.0	1.8	13,095	3,525	1,032	113	227	4,668	389
Fall River	8.6	.0038	39.8	7.7	11.5	15.0	39.8	3.1	38,923	8,223	4,580	1,098	1,702	7,533	797
Faulk	3.3	.0014	34.8	7.4	13.9	17.1	32.7	1.2	5,025	645	595	67	27	1,051	154
Grant	9.0	.0040	33.1	9.5	13.7	13.8	33.6	3.2	28,809	4,001	2,627	505	1,525	5,268	873
Gregory	6.0	.0026	35.6	8.5	13.4	14.7	35.8	2.2	21,125	5,583	1,294	1,240	488	3,522	706
Haakon	2.8	.0012	28.6	9.6	14.9	13.8	26.7	1.0	11,332	1,708	1,324	289	684	5,177	236
Hamlin	5.3	.0023	37.9	7.8	11.5	14.1	38.6	1.9	10,972	2,782	705		51	92	574
Hand	4.9	.0022	33.6	7.5	14.4	17.3	30.7	1.8	21,664	7,008	795	806	202	3,435	1,723
Hanson	3.4	.0015	32.7	8.1	14.1	14.6	32.2	1.1	3,297	418	434	43	340	46	
Harding	1.7	.0007	31.5	10.1	15.4	14.2	30.4	.6	3,496	120	176	91	27	480	209
Hughes	14.4	.0063	28.6	11.1	17.5	15.1	23.7	5.3	76,645	22,238	7,293	1,698	3,226	13,774	1,049
Hutchinson	9.3	.0041	38.1	8.3	12.6	15.2	37.9	3.4	30,369	5,873	1,757	357	314	2,702	4,005
Hyde	2.1	.0009	34.4	8.7	12.2	16.0	33.3	.8	3,039	925	96		116	176	
Jackson	3.6	.0016	27.1	11.3	16.0	13.4	24.0	.9	13,306	1,016	644	90	36	909	
Jerauld	2.9	.0013	35.1	8.0	12.8	14.0	36.2	1.1	4,911	1,384	373	198		267	117
Jones	1.5	.0006	31.6	10.4	16.2	15.5	29.1	.6	12,420	1,880	297	68	23	3,430	235
Kingsbury	6.7	.0029	39.0	7.6	11.2	15.4	38.7	2.6	15,907	3,988	1,400	829	940	2,886	478
Lake	10.7	.0047	30.2	18.0	12.5	13.2	30.8	4.0	41,298	8,575	3,970	2,284	776	12,936	855
Lawrence	18.4	.0081	27.8	18.3	13.8	13.9	26.2	6.9	75,293	21,257	11,670	2,373	1,910	11,906	1,417
Lincoln	14.3	.0062	34.4	8.8	13.7	14.8	34.4	4.9	27,882	5,321	3,722	336	869	3,961	1,711

In South Carolina, Metro Greenville is the No. 1:

☐ Food Market
☐ Liquor Market
☐ Automotive Market
☐ Home Furnishings Market
☐ Building Supply Market
☐ Drugstore Market
☐ Market for Population
☐ Apparel/Accessories Market
☐ White-collar Employment Market
☐ Market for Effective Buying Income
☐ Market for Households
☐ Market for Total Retail Sales
☑ ALL OF THE ABOVE

Metro Greenville is the first and only $2 billion market for total retail sales in South Carolina.
Reach it efficiently with

The Greenville News – and – **GREENVILLE PIEDMONT**
Multimedia Inc. Newspapers

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S.D. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Lyman	3.8	.0017	29.4	8.9	15.9	14.6	26.5	1.3	10,870	3,939	576			541	79
McCook	6.4	.0028	36.8	8.2	12.1	14.3	37.4	2.3	17,542	1,909	1,431	211	30	2,542	128
McPherson	4.0	.0018	37.6	7.9	11.8	18.2	34.9	1.5	7,368	2,041	445	71	181	739	457
Marshall	5.4	.0023	35.7	8.0	14.1	14.8	35.8	2.0	14,191	2,434	1,820	437	764	4,046	412
Meade	21.1	.0093	26.2	17.2	18.2	16.7	17.3	6.6	51,733	15,022	2,539	1,935	559	9,475	1,543
Mellette	2.2	.0009	27.8	11.1	16.6	15.0	23.1	.7	1,582	168	77	156	193		99
Miner	3.7	.0016	39.7	8.4	10.3	14.7	39.8	1.4	8,408	1,785	1,084	92	392	1,035	244
Moody	6.7	.0030	34.7	9.3	12.4	14.0	35.7	2.4	22,475	3,169	1,190	137	82	10,981	614
Pennington	71.0	.0310	25.1	16.4	17.5	14.0	18.7	25.8	479,756	86,797	58,234	56,842	29,127	94,466	11,420
Rapid City	46.6	.0204	24.8	17.5	16.1	14.4	19.1	17.2	455,997	82,720	54,196	56,697	29,088	94,331	5,766
Perkins	4.7	.0021	34.1	9.3	13.6	16.5	32.2	1.8	16,748	4,592	1,153	741	676	1,174	288
Potter	3.7	.0016	31.9	8.7	14.7	15.3	30.1	1.3	11,950	3,587	1,144	959	418	2,173	819
Roberts	11.0	.0048	33.7	8.4	13.1	13.7	34.5	3.8	27,333	3,910	3,137	2,761	515	3,006	663
Sanborn	3.2	.0014	36.8	7.8	10.9	16.3	35.7	1.2	3,108	745	354	94	50	91	
Shannon	11.5	.0051	20.3	12.4	15.2	11.8	14.7	2.3	6,104	2,496	517				
Spink	9.2	.0040	34.3	9.4	14.3	15.6	33.5	3.3	26,583	5,083	3,199	709	435	5,391	1,132
Stanley	2.5	.0011	28.1	11.9	17.0	14.3	24.0	.9	6,654	3,243	840			1,562	
Sully	2.0	.0009	30.9	7.5	16.4	17.7	25.5	.7	10,361	1,110	200		110	4,661	74
Todd	7.4	.0032	21.1	12.1	15.3	12.7	15.3	1.9	13,248	3,849	801	674	25		
Tripp	7.2	.0032	31.2	9.6	14.2	15.7	28.9	2.6	34,171	6,625	1,485	1,636	2,975	5,381	352
Turner	9.3	.0040	39.8	7.8	11.9	15.8	39.3	3.5	22,796	4,767	1,720	1,141	660	5,775	990
Union	11.1	.0049	33.1	10.0	13.8	15.1	32.3	4.0	17,439	2,406	2,518	211	905	1,448	256
Walworth	6.9	.0030	32.9	8.8	15.1	15.1	31.7	2.6	35,963	4,723	2,549	1,438	690	10,738	1,432
Yankton	19.0	.0083	30.0	15.0	15.7	13.9	28.2	8.7	94,284	20,579	8,304	9,284	3,815	10,404	3,071
Ziebach	2.3	.0010	23.7	11.8	14.6	15.0	18.1	.6	2,606	352	332	86			155
TOTAL METRO COUNTIES	**110.6**	**.0484**	**28.8**	**14.2**	**17.2**	**15.0**	**24.4**	**41.1**	**750,656**	**99,729**	**68,129**	**97,248**	**29,338**	**143,278**	**39,340**
TOTAL STATE	**694.2**	**.3038**	**29.5**	**13.6**	**15.1**	**14.4**	**27.3**	**246.7**	**3,063,236**	**579,011**	**302,931**	**259,157**	**118,088**	**592,017**	**109,762**

S.D.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
SIOUX FALLS	**978,250**	**21,968**	**4.3**	**10.9**	**26.5**	**41.0**	**.0600**
Minnehaha	978,250	21,968	4.3	10.9	26.5	41.0	.0600
• Sioux Falls	790,481	23,241	4.2	9.6	24.5	45.0	.0479
SUBURBAN TOTAL	187,769	18,664	4.6	14.7	33.0	28.3	.0121
OTHER COUNTIES							
Aurora	20,452	13,238	8.9	19.7	22.0	21.9	.0009
Beadle	145,934	17,260	6.0	12.5	27.5	28.2	.0083
Bennett	18,855	14,514	7.2	15.1	24.1	24.1	.0013
Bon Homme	57,774	15,140	7.4	16.2	25.4	25.0	.0030
Brookings	181,124	17,274	6.3	15.3	27.2	29.7	.0103
Brown	283,730	17,564	5.1	15.3	28.4	29.7	.0179
Brule	33,677	14,422	7.4	18.2	24.2	23.8	.0026
Buffalo	5,562	9,429	8.2	17.0	16.2	14.8	.0003
Butte	51,380	14,393	6.2	16.1	30.1	17.8	.0033
Campbell	20,828	16,333	7.5	15.4	21.6	34.2	.0008
Charles Mix	59,214	13,879	6.2	15.0	25.4	21.1	.0033
Clark	28,000	12,096	9.8	20.9	25.5	12.1	.0015
Clay	82,123	14,901	6.8	16.3	27.0	22.8	.0045
Codington	148,917	16,463	6.3	15.0	29.5	25.4	.0097
Corson	23,562	12,600	7.2	17.8	24.9	17.2	.0014
Custer	36,632	14,153	7.3	16.1	28.7	19.1	.0022
Davison	126,698	15,552	6.8	16.7	27.6	24.3	.0087
Day	45,990	12,281	7.8	16.3	25.7	15.7	.0025
Deuel	38,873	14,055	6.3	14.8	17.4	29.9	.0018
Dewey	40,426	19,690	3.8	12.4	25.7	37.5	.0019
Douglas	25,890	15,205	8.1	15.7	30.1	20.5	.0014
Edmunds	28,967	12,975	6.9	21.8	27.5	14.1	.0017
Fall River	61,536	15,663	8.0	14.9	28.1	23.9	.0036
Faulk	27,582	16,425	7.6	15.3	27.3	27.1	.0012
Grant	66,836	16,848	7.0	13.9	24.7	30.2	.0035
Gregory	33,515	12,139	6.7	15.7	25.8	15.2	.0021
Haakon	21,176	18,844	4.1	12.5	30.0	32.5	.0012
Hamlin	26,723	11,829	9.1	19.0	25.2	12.9	.0016
Hand	41,479	15,845	6.6	14.8	24.3	28.4	.0022
Hanson	13,685	9,429	11.1	21.9	17.6	7.6	.0008
Harding	9,345	12,031	6.8	22.2	21.3	16.5	.0005
Hughes	118,246	20,321	5.2	13.2	30.5	37.1	.0069

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
Hutchinson	62,756	13,639	6.3	16.2	22.8	23.1	.0035
Hyde	11,844	10,118	10.3	14.9	23.2	12.4	.0007
Jackson	8,691	8,019	9.9	20.2	15.0	5.1	.0009
Jerauld	14,962	11,324	6.5	17.5	26.4	10.7	.0008
Jones	7,883	12,619	8.0	20.0	30.5	9.0	.0007
Kingsbury	54,468	17,091	6.4	13.6	27.1	29.9	.0026
Lake	81,916	16,661	6.2	16.5	25.7	29.6	.0045
Lawrence	125,676	16,508	5.3	13.3	34.5	20.5	.0074
Lincoln	92,639	16,211	6.7	15.5	27.0	26.9	.0047
Lyman	24,948	16,073	6.9	16.9	28.4	24.2	.0013
McCook	39,818	13,247	7.9	18.9	24.3	19.0	.0023
McPherson	22,672	12,117	8.1	20.6	21.8	16.7	.0011
Marshall	28,683	11,687	9.1	21.6	22.2	12.9	.0018
Meade	158,849	18,832	3.7	15.5	33.0	31.7	.0078
Mellette	10,642	11,320	9.3	15.9	23.0	15.4	.0005
Miner	23,131	13,186	6.5	19.6	24.6	17.8	.0012
Moody	39,894	13,923	9.2	18.7	27.7	18.2	.0024
Pennington	512,641	17,249	5.6	16.4	32.4	25.5	.0352
Rapid City	345,317	17,771	5.5	14.9	32.1	27.2	.0278
Perkins	31,766	15,279	7.2	15.4	27.8	23.2	.0018
Potter	26,435	15,881	5.6	14.2	26.8	26.1	.0015
Roberts	55,643	11,520	9.7	20.6	23.6	12.3	.0032
Sanborn	22,459	15,658	5.3	15.2	26.9	25.2	.0011
Shannon	40,078	12,115	7.3	16.4	19.5	21.2	.0023
Spink	59,436	14,797	7.8	18.5	29.0	20.3	.0032
Stanley	17,113	16,023	6.7	25.0	31.9	21.1	.0010
Sully	10,902	11,613	11.4	24.6	18.4	16.3	.0008
Todd	32,306	12,528	9.5	17.0	18.4	24.9	.0020
Tripp	50,649	15,543	7.6	14.7	26.0	25.5	.0031
Turner	58,205	12,805	7.2	16.9	24.2	18.5	.0031
Union	85,995	15,916	6.8	15.9	24.2	28.2	.0038
Walworth	45,544	15,212	6.2	18.6	30.2	20.6	.0030
Yankton	148,203	18,085	6.6	14.9	24.6	32.0	.0086
Ziebach	9,540	10,037	9.3	18.7	14.8	16.7	.0005
TOTAL METRO COUNTIES	**978,250**	**21,968**	**4.3**	**10.9**	**26.5**	**41.0**	**.0600**
TOTAL STATE	**4,919,368**	**16,477**	**6.2**	**15.2**	**27.2**	**27.2**	**.2913**

TENNESSEE

TENN. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHATTANOOGA	**430.4**	**.1886**	**30.6**	**12.1**	**17.1**	**17.7**	**24.7**	**153.7**	**1,686,510**	**402,028**	**120,820**	**252,802**	**67,018**	**272,314**	**52,118**
Hamilton	289.8	.1269	30.9	12.4	16.5	17.8	25.5	105.1	1,306,525	260,362	104,469	220,031	55,824	226,695	40,061
• Chattanooga	171.2	.0749	32.0	11.9	14.8	16.5	29.0	64.3	906,689	151,188	72,523	139,430	35,543	207,652	29,161
Marion	24.7	.0109	29.8	11.9	16.2	16.6	24.9	8.5	65,962	23,630	2,226	4,886	4,296	7,825	850
Sequatchie	8.8	.0039	29.2	12.0	17.9	15.4	24.3	3.0	15,667	7,826	508	896	379	1,498	1,047
Catoosa, Ga.	*37.7*	*.0165*	*29.4*	*11.3*	*20.1*	*19.0*	*19.8*	*13.0*	*126,109*	*40,098*	*6,382*	*23,408*	*2,156*	*11,684*	*6,323*
Dade, Ga.	*12.5*	*.0055*	*28.0*	*13.9*	*17.9*	*16.2*	*21.3*	*4.1*	*38,316*	*13,420*	*1,560*	*811*	*1,648*	*3,157*	*828*
Walker, Ga.	*56.9*	*.0249*	*30.6*	*11.0*	*17.6*	*18.0*	*24.4*	*20.0*	*133,931*	*56,692*	*5,675*	*2,770*	*2,715*	*21,455*	*3,009*
SUBURBAN TOTAL	259.2	.1137	29.8	12.2	18.7	18.5	21.9	89.4	779,821	250,840	48,297	113,372	31,475	64,662	22,957
CLARKSVILLE - HOPKINSVILLE	**153.0**	**.0669**	**24.5**	**19.6**	**14.9**	**14.7**	**19.1**	**48.3**	**569,978**	**115,403**	**39,867**	**90,619**	**30,031**	**118,759**	**15,185**
Montgomery	85.2	.0372	25.4	18.3	15.5	16.1	18.9	28.2	323,204	60,762	25,069	54,362	17,389	73,929	8,237
• Clarksville	56.1	.0246	24.6	23.1	16.9	15.6	16.0	17.8	314,939	58,047	24,846	53,844	14,772	73,294	8,063
Christian, Ky.	*67.8*	*.0297*	*23.8*	*21.4*	*14.0*	*12.9*	*19.3*	*20.1*	*246,774*	*54,641*	*14,798*	*36,257*	*12,642*	*44,830*	*6,948*
• Hopkinsville	*27.9*	*.0122*	*28.6*	*9.0*	*15.0*	*15.3*	*25.1*	*10.2*	*186,182*	*47,696*	*11,467*	*10,278*	*12,007*	*39,540*	*6,459*
SUBURBAN TOTAL	69.0	.0301	23.7	21.2	13.2	13.7	19.1	20.3	68,857	9,660	3,554	26,497	3,252	5,925	663
JOHNSON CITY - KINGSPORT - BRISTOL	**437.7**	**.1915**	**31.4**	**12.9**	**17.5**	**17.7**	**26.0**	**157.3**	**1,715,758**	**413,715**	**108,816**	**252,272**	**66,034**	**321,630**	**42,968**
Carter	50.7	.0222	31.5	13.2	17.1	17.4	26.7	18.3	111,970	35,977	8,195	17,317	4,121	13,621	4,174
Hawkins	44.5	.0194	30.9	11.3	18.5	17.0	25.4	15.7	71,956	31,658	3,875	4,299	2,438	10,293	3,230
Sullivan	145.0	.0635	30.9	12.0	19.1	19.2	23.1	53.0	708,093	159,989	50,420	143,986	25,527	141,522	17,251
• Bristol	24.3	.0106	33.3	13.2	15.2	18.0	29.4	9.7	236,239	62,077	16,720	35,211	7,088	65,092	5,064
• Kingsport	32.0	.0140	33.7	10.6	15.6	21.3	26.8	12.5	390,986	76,905	30,088	106,325	16,069	55,936	10,040
Unicoi	16.4	.0072	32.7	11.0	16.0	18.3	28.1	6.0	32,339	12,910	1,678	2,128	2,098	5,504	794
Washington	89.8	.0393	30.3	15.8	16.5	16.7	25.6	31.9	373,971	82,732	23,725	51,238	16,005	75,746	8,038
• Johnson City	40.2	.0176	31.7	17.1	13.2	17.0	28.7	14.0	337,359	75,844	21,617	50,954	11,091	73,282	7,172
Bristol, Va.	*19.0*	*.0083*	*36.0*	*12.9*	*13.2*	*16.7*	*34.4*	*7.5*	*219,396*	*36,947*	*12,539*	*27,225*	*10,186*	*37,328*	*4,911*
Bristol	*19.0*	*.0083*	*36.0*	*12.9*	*13.2*	*16.7*	*34.4*	*7.5*	*219,396*	*36,947*	*12,539*	*27,225*	*10,186*	*37,328*	*4,911*
Scott, Va.	*25.1*	*.0109*	*33.6*	*12.0*	*16.6*	*16.6*	*31.0*	*8.8*	*61,434*	*22,031*	*1,503*	*1,759*	*2,277*	*17,731*	*1,997*
Washington, Va.	*47.2*	*.0207*	*32.2*	*12.6*	*17.4*	*16.9*	*28.3*	*16.1*	*136,599*	*31,471*	*6,881*	*4,320*	*3,382*	*19,885*	*2,573*
SUBURBAN TOTAL	341.2	.1493	31.1	12.6	18.5	17.4	25.3	121.1	[illegible],174	198,889	40,391	59,782	31,786	127,320	20,692

COMING OCT. 26
SURVEY OF BUYING POWER—PART II

HIGHLIGHTS

NEW SPECIAL TABLES: Analyses of the critical changes taking place in regional and metropolitan markets.

METROPOLITAN MARKETS: Five-year projections of population, households, Effective Buying Income (EBI), average household EBI, retail sales, and Buying Power Index for S&MM's 305 metropolitan markets.

NEWSPAPER MARKETS: Population, households, Effective Buying Income, retail sales, and household coverage by local newspapers.

MERCHANDISE LINE SALES: Retail sales by product category for all 305 metropolitan areas and the leading distribution channel for each product class.

TV MARKETS: Total population, households, black population, Effective Buying Income, retail sales, and Buying Power Index.

'WORTH WRITING FOR' MEDIA/MARKETS SECTION: Local market data that are available from the media and other local sources of information.

ERRATA: Corrections for the few mistakes that are inevitably present in this issue of the *Survey*.

All Sales & Marketing Management subscribers will receive the October *Survey of Buying Power—Part II* as one of their regular issues.

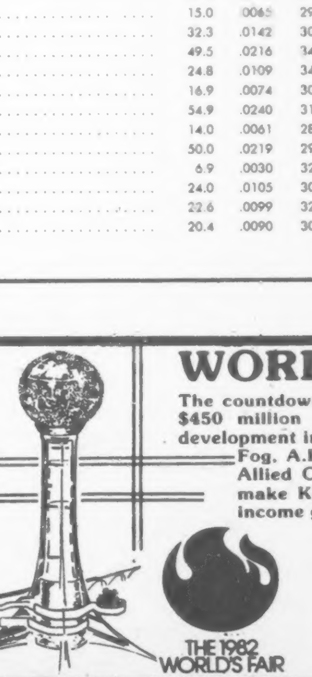
Single copies of the *Survey—Part II* can be ordered at $25 each. The combination price for the two *Survey* issues is $60.00.

TENN. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
KNOXVILLE	**481.5**	**.2108**	**31.1**	**13.9**	**16.6**	**17.6**	**25.9**	**178.6**	**2,075,684**	**453,045**	**142,979**	**375,437**	**95,475**	**335,112**	**69,268**
Anderson	67.8	.0297	32.1	10.4	16.3	19.7	25.5	25.1	279,946	73,408	12,666	55,856	8,670	58,816	8,870
Blount	78.8	.0345	31.7	12.4	17.3	17.2	27.1	28.8	301,271	70,201	18,124	45,855	10,432	64,670	12,016
Knox	323.0	.1414	30.8	15.1	16.4	17.3	25.7	120.6	1,480,824	302,598	111,700	273,271	75,868	208,841	48,081
• Knoxville	183.5	.0803	31.0	17.8	14.5	16.4	27.8	71.4	1,244,196	219,236	100,752	263,977	66,460	183,309	37,649
Union	11.9	.0052	30.3	11.5	18.5	15.7	25.6	4.1	13,643	6,838	489	455	505	2,785	301
SUBURBAN TOTAL	298.0	.1305	31.1	11.5	17.8	18.3	24.8	107.2	831,488	233,809	42,227	111,460	29,015	151,803	31,619
MEMPHIS	**919.5**	**.4024**	**28.0**	**13.9**	**16.8**	**16.5**	**21.8**	**318.0**	**3,680,872**	**936,298**	**269,691**	**517,064**	**169,902**	**658,278**	**127,854**
Shelby	781.6	.3421	28.2	14.3	16.5	16.7	22.0	274.2	3,274,211	817,791	252,669	481,227	160,443	571,746	114,295
• Memphis	647.9	.2835	28.8	13.2	16.4	17.0	22.9	236.1	3,044,842	753,671	236,404	468,202	152,319	526,767	111,259
Tipton	33.1	.0145	28.9	11.4	15.2	14.7	25.9	10.9	72,289	22,250	2,754	8,987	2,083	13,123	2,791
Crittenden, Ark.	*49.1*	*.0215*	*27.1*	*11.9*	*16.2*	*15.4*	*21.8*	*15.8*	*215,357*	*44,217*	*8,235*	*12,870*	*4,247*	*54,400*	*7,348*
De Soto, Miss.	*55.7*	*.0243*	*26.6*	*11.5*	*19.7*	*15.0*	*18.3*	*17.1*	*119,015*	*52,040*	*6,033*	*13,980*	*3,129*	*19,009*	*3,420*
SUBURBAN TOTAL	271.6	.1189	26.1	15.6	17.2	15.2	19.5	81.9	636,030	182,627	33,287	48,862	17,583	131,511	16,595
NASHVILLE-DAVIDSON	**862.2**	**.3775**	**30.0**	**13.3**	**17.4**	**17.2**	**24.1**	**309.2**	**3,818,282**	**867,467**	**326,423**	**548,967**	**174,666**	**735,297**	**113,712**
Cheatham	22.3	.0098	30.0	13.6	17.8	16.7	24.3	7.3	36,149	16,705	1,856	990	223	5,288	841
Davidson	479.9	.2101	30.0	14.4	17.3	17.6	23.7	181.0	2,637,830	522,981	252,289	476,323	136,343	508,731	71,665
• Nashville-Davidson	456.2	.1997	30.0	14.4	17.3	17.6	23.7	172.4	2,519,915	516,997	240,565	434,557	130,257	506,486	68,595
Dickson	30.6	.0134	32.0	10.4	15.7	16.4	28.9	10.8	108,603	40,088	5,416	8,185	4,871	14,859	4,089
Robertson	37.6	.0165	33.0	9.8	14.6	17.1	29.9	12.8	110,758	26,530	4,561	8,365	3,033	35,396	4,937
Rutherford	86.0	.0376	27.3	17.6	16.6	16.0	21.3	28.9	320,201	82,902	26,606	29,050	11,894	48,232	6,660
Sumner	88.2	.0386	30.1	9.9	19.2	17.3	23.2	29.5	256,703	86,069	14,503	10,398	6,156	45,600	11,333
Williamson	60.0	.0263	30.6	10.4	17.8	17.8	24.3	19.4	205,532	55,242	11,661	7,896	4,893	50,193	8,656
Wilson	57.6	.0252	31.0	10.9	17.7	16.5	26.4	19.5	142,501	36,950	9,531	7,760	7,253	26,998	5,531
SUBURBAN TOTAL	406.0	.1778	30.1	12.1	17.4	16.8	24.6	136.8	1,298,367	350,470	85,858	114,410	44,409	228,811	45,117
OTHER COUNTIES															
Bedford	28.1	.0123	32.8	11.1	15.4	16.8	29.8	10.1	76,132	22,033	4,404	6,410	5,614	14,103	2,639
Benton	15.1	.0066	35.3	9.8	15.4	16.3	34.0	5.7	41,003	12,004	1,496	1,251	1,925	9,584	1,537
Bledsoe	9.6	.0042	27.9	11.1	14.6	14.7	25.0	3.1	15,936	4,183	702	746	800	4,194	477
Bradley	68.7	.0301	28.5	13.8	18.8	16.9	20.9	23.7	296,284	80,962	19,425	42,558	9,547	65,557	7,680
Campbell	35.5	.0155	31.9	10.2	14.3	15.8	29.8	12.4	109,302	31,293	9,225	5,912	2,776	18,699	3,800
Cannon	10.4	.0045	34.3	10.5	15.6	16.7	32.2	3.7	22,190	9,501	387	1,460	972	5,803	925
Carroll	28.5	.0125	34.5	11.9	14.3	16.0	33.4	10.4	74,413	18,883	3,072	7,119	3,594	13,974	2,289
Chester	12.9	.0056	30.7	18.2	13.6	14.0	30.2	4.3	33,764	11,418	1,951	877	1,162	8,865	986
Claiborne	25.0	.0109	31.4	12.8	15.3	15.8	28.6	8.5	54,901	15,394	1,976	2,933	3,652	5,749	2,851
Clay	7.7	.0034	33.9	10.8	15.3	16.1	32.3	2.8	9,745	3,980	573	501	293	322	275
Cocke	29.0	.0127	29.8	12.1	17.8	16.8	24.0	10.4	86,221	28,212	4,378	7,877	2,287	10,805	3,604
Coffee	38.8	.0170	31.2	10.0	18.0	19.3	23.9	14.0	162,278	37,055	17,854	18,307	7,543	26,800	7,980
Crockett	15.0	.0066	34.1	10.5	13.9	14.6	34.2	5.4	30,315	10,814	646	604	1,119	7,775	1,230
Cumberland	29.2	.0127	30.3	11.2	15.6	15.8	26.9	10.2	99,666	24,735	6,438	6,927	2,014	14,017	2,082
Decatur	11.0	.0048	35.0	10.8	15.3	15.9	34.1	4.2	27,601	8,429	1,116	1,984	1,700	6,389	1,358
De Kalb	13.8	.0060	34.4	10.3	15.6	16.5	32.5	5.1	46,040	16,991	1,594	1,269	2,502	14,354	1,472
Dyer	35.0	.0153	32.8	11.0	14.9	15.6	31.2	12.9	124,936	30,038	7,443	9,191	4,756	30,792	3,492
Fayette	25.5	.0112	26.9	11.3	12.8	13.0	26.6	7.6	34,208	17,075	1,505	2,310	847	4,136	1,886
Fentress	15.0	.0065	29.9	11.0	15.4	15.0	27.2	5.2	35,539	13,543	690	3,103	1,416	2,238	730
Franklin	32.3	.0142	30.9	12.7	15.2	17.3	26.5	11.0	85,737	23,270	3,817	5,476	3,565	11,088	2,196
Gibson	49.5	.0216	34.4	10.5	14.2	16.5	32.7	18.4	137,731	37,719	5,399	15,061	4,719	27,976	6,309
Giles	24.8	.0109	34.5	10.9	14.5	15.9	33.4	9.0	76,181	19,988	3,959	2,771	4,546	8,811	4,141
Grainger	16.9	.0074	30.6	12.6	18.4	15.8	26.0	5.8	21,463	10,300	879	321	621	3,901	559
Greene	54.9	.0240	31.3	12.5	17.6	18.3	25.2	19.5	156,000	43,658	11,179	17,734	4,593	16,470	6,588
Grundy	14.0	.0061	28.7	11.2	15.6	14.5	25.7	4.6	33,413	10,971	1,764	928	693	2,717	1,243
Hamblen	50.0	.0219	29.8	12.1	19.9	18.5	21.1	17.7	211,631	52,469	11,931	38,146	5,629	32,247	7,804
Hancock	6.9	.0030	32.3	11.9	13.9	17.6	28.7	2.4	8,931	4,636	49	364	614	337	804
Hardeman	24.0	.0105	30.9	11.5	13.1	13.8	30.8	7.8	61,770	19,882	1,947	7,945	1,303	9,569	2,991
Hardin	22.6	.0099	32.8	10.5	15.8	16.9	29.7	8.2	71,400	23,047	5,119	9,119	2,677	8,797	1,984
Haywood	20.4	.0090	30.1	10.6	12.1	14.1	29.9	6.6	51,919	16,206	4,405	6,387	3,458	9,537	1,661



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Knoxville, TN 37901

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TENN. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Henderson	21.7	.0095	33.1	10.8	15.3	16.6	30.5	7.9	61,322	22,711	2,494	4,174	2,730	10,308	2,303
Henry	29.0	.0127	37.1	9.3	13.6	16.2	36.1	11.1	89,997	19,462	6,765	12,708	3,127	12,796	3,665
Hickman	15.3	.0067	33.3	11.7	15.4	17.4	30.0	5.2	23,081	10,501	942	526	858	4,201	712
Houston	6.9	.0030	32.9	10.2	15.3	15.4	31.3	2.4	10,164	5,389	722	193	124	378	1,042
Humphreys	16.1	.0070	32.3	9.6	16.2	17.3	28.4	5.8	54,034	15,215	3,344	6,298	2,059	11,614	1,295
Jackson	9.5	.0042	35.7	10.7	14.0	16.0	34.7	3.4	28,337	15,284	1,086	603	1,025	6,529	447
Jefferson	31.7	.0139	30.3	15.2	17.8	16.8	24.9	10.9	74,956	32,709	3,616	4,284	2,594	8,464	3,598
Johnson	13.9	.0060	32.0	11.5	16.1	16.3	28.8	4.9	29,698	11,720	1,009	2,740	1,027	4,487	1,197
Lake	7.4	.0032	30.5	11.0	13.9	15.2	28.6	2.6	16,096	6,548	1,371	445	357	1,061	926
Lauderdale	24.9	.0109	32.0	10.5	13.5	14.2	31.8	8.5	54,349	18,125	1,730	4,952	1,948	10,467	2,754
Lawrence	34.5	.0151	32.3	9.9	15.7	16.8	29.0	12.1	104,544	28,872	3,457	9,956	5,586	24,726	4,568
Lewis	9.9	.0044	33.9	9.5	13.5	14.4	34.1	3.1	19,042	6,516	535	852	1,126	3,527	231
Lincoln	26.6	.0116	33.4	10.4	15.3	17.4	30.2	9.7	69,651	22,612	3,352	3,596	2,276	12,404	3,769
Loudon	28.8	.0126	33.0	11.3	15.1	18.2	28.8	10.5	80,586	24,585	2,934	2,949	2,393	15,149	2,111
McMinn	42.4	.0186	31.5	11.5	17.2	17.3	26.7	15.0	120,813	25,706	7,189	12,487	5,629	13,889	5,844
McNairy	22.9	.0100	33.6	10.6	15.3	16.2	31.7	8.4	60,105	14,225	3,520	1,394	2,825	13,639	1,565
Macon	16.0	.0070	34.9	10.3	15.4	16.9	32.9	5.8	47,588	22,952	1,147	1,146	1,434	3,283	2,058
Madison	75.3	.0329	31.2	13.3	14.0	15.7	28.9	27.3	358,733	80,517	23,154	73,438	12,606	57,805	8,005
Jackson	49.9	.0218	31.8	14.9	13.4	14.8	30.8	18.9	349,857	78,759	22,224	73,375	12,255	57,805	7,749
Marshall	19.9	.0087	34.7	10.5	14.2	17.1	32.6	7.3	70,814	20,710	2,011	2,303	2,066	16,650	3,174
Maury	51.7	.0226	32.1	11.0	15.6	17.5	28.0	18.6	177,305	61,073	11,934	15,274	6,990	19,065	6,146
Meigs	7.6	.0033	29.2	12.7	16.9	15.1	25.1	2.6	12,073	6,699	723	787	814	715	321
Monroe	29.1	.0128	30.0	13.1	16.3	15.9	26.0	9.9	83,874	23,004	8,091	6,460	4,246	14,536	2,599
Moore	4.6	.0021	34.4	10.2	14.5	18.0	31.1	1.6	4,267	1,999	25	54	72	50	53
Morgan	16.8	.0073	29.9	11.6	15.2	15.8	26.4	5.5	16,963	8,911	290	292	335	1,553	51
Obion	33.0	.0144	34.1	10.3	15.2	15.8	32.9	12.2	119,433	27,651	8,650	11,754	3,593	25,329	2,647
Overton	17.8	.0078	32.3	11.0	16.5	16.3	29.3	6.2	35,279	13,650	606	2,298	1,650	3,154	1,722
Perry	6.2	.0028	37.2	9.4	13.9	16.8	35.6	2.3	10,351	3,943	460	134	350	2,383	683
Pickett	4.4	.0019	33.2	10.8	14.3	15.9	31.5	1.6	6,952	2,040	608	183	81	703	129
Polk	13.8	.0060	30.8	11.1	16.0	17.2	26.2	4.7	20,718	7,430	1,664	631	724	2,469	1,206
Putnam	48.4	.0212	28.7	20.4	15.4	15.2	25.1	17.1	188,672	39,818	17,379	20,806	6,148	23,300	5,973
Rhea	24.7	.0108	29.5	12.9	16.3	14.5	26.5	8.5	63,267	21,778	2,250	3,577	1,574	10,151	3,246
Roane	49.2	.0215	32.0	10.2	15.8	19.4	25.8	17.5	131,092	40,115	7,622	4,976	5,125	31,210	7,489
Scott	19.6	.0086	28.7	11.0	14.5	14.7	26.1	6.4	45,354	17,500	2,183	3,690	949	5,958	2,568
Sevier	42.4	.0185	31.5	10.6	18.1	17.5	26.2	15.2	165,379	38,437	35,161	10,360	7,284	12,256	5,632
Smith	15.1	.0066	35.1	10.2	15.1	16.4	33.7	5.5	44,991	9,111	2,137	3,242	7,059	8,329	1,119
Stewart	8.8	.0038	36.0	10.8	12.9	17.8	33.5	3.2	17,224	5,048	962	1,041	[illegible]	3,120	53
Trousdale	6.2	.0027	33.9	11.5	14.4	17.1	31.3	2.3	31,723	10,396	398	1,151	476	10,043	485
Van Buren	4.8	.0021	30.2	13.5	16.0	16.1	26.2	1.6	4,943	1,911	214	219	82	361	77
Warren	33.1	.0145	31.5	11.2	17.1	16.9	27.1	12.2	98,980	30,980	4,997	8,366	4,328	14,735	4,548
Wayne	14.1	.0061	31.3	11.8	16.7	15.4	28.4	4.9	25,089	10,302	646	853	300	4,493	1,221
Weakley	33.2	.0146	32.1	19.3	13.2	14.0	32.2	11.7	84,562	21,989	4,688	7,764	5,560	14,372	3,338
White	19.8	.0086	33.1	11.1	16.0	16.7	30.3	7.1	64,227	21,563	1,945	737	1,463	23,646	2,102
TOTAL METRO COUNTIES	**2,913.3**	**1.2754**	**29.8**	**13.6**	**17.0**	**17.2**	**23.9**	**1,042.6**	**12,250,153**	**2,836,399**	**944,990**	**1,913,761**	**560,744**	**2,211,911**	**383,748**
TOTAL STATE	**4,640.5**	**2.0309**	**30.5**	**13.0**	**16.4**	**16.9**	**25.6**	**1,653.6**	**17,373,431**	**4,324,795**	**1,264,324**	**2,389,045**	**758,902**	**3,070,825**	**569,993**

TENN.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
CHATTANOOGA	**2,731,202**	**15,839**	**6.0**	**16.6**	**31.4**	**21.6**	**.1652**
Hamilton	1,918,643	16,094	5.9	15.7	30.3	23.4	.1189
• Chattanooga	1,017,686	13,381	7.1	16.7	26.4	18.1	.0712
Marion	142,249	15,037	6.0	15.9	29.8	20.3	.0081
Sequatchie	45,987	14,174	6.8	18.7	29.6	17.4	.0023
Catoosa, Ga.	*192,189*	*13,990*	*8.2*	*23.4*	*35.5*	*9.9*	*.0125*
Dade, Ga.	*73,282*	*16,267*	*4.6*	*16.7*	*32.7*	*21.9*	*.0044*
Walker, Ga.	*358,852*	*16,524*	*5.2*	*17.0*	*35.0*	*20.8*	*.0190*
SUBURBAN TOTAL	1,713,516	17,434	5.2	16.5	35.0	24.0	.0940
CLARKSVILLE - HOPKINSVILLE	**976,887**	**14,998**	**6.5**	**16.7**	**28.8**	**21.3**	**.0581**
Montgomery	587,861	16,249	5.7	16.1	30.4	24.0	.0337
• Clarksville	418,144	16,910	5.7	15.0	30.0	26.3	.0262
Christian, Ky.	*389,026*	*13,238*	*7.6*	*17.6*	*26.4*	*17.4*	*.0244*
• Hopkinsville	*183,820*	*14,656*	*6.9*	*14.5*	*25.7*	*23.5*	*.0133*
SUBURBAN TOTAL	374,923	13,811	7.0	19.3	29.2	15.8	.0186
JOHNSON CITY - KINGSPORT - BRISTOL	**2,650,405**	**14,583**	**6.7**	**17.6**	**29.1**	**19.4**	**.1647**
Carter	253,201	12,064	8.4	22.8	26.8	10.5	.0150
Hawkins	213,976	12,559	7.1	19.2	30.0	10.8	.0121
Sullivan	981,000	16,842	5.8	16.5	32.4	24.0	.0617
• Bristol	173,946	14,882	7.2	19.4	26.9	22.6	.0143
• Kingsport	279,417	19,615	4.9	12.4	27.6	15.4	.0227
Unicoi	73,359	10,614	9.3	20.7	24.3	7.9	.0044
Washington	645,919	16,797	6.0	14.9	27.4	28.3	.0373
• Johnson City	296,535	16,094	6.5	15.1	23.7	29.3	.0222
Bristol, Va.	*95,228*	*9,663*	*8.2*	*18.2*	*21.8*	*8.8*	*.0111*
Bristol	*95,228*	*9,663*	*8.2*	*18.2*	*21.8*	*8.8*	*.0111*
Scott, Va.	*121,283*	*12,264*	*6.8*	*16.9*	*28.9*	*11.9*	*.0075*
Washington, Va.	*266,439*	*14,409*	*6.8*	*18.0*	*28.8*	*18.9*	*.0156*
SUBURBAN TOTAL	1,900,507	14,019	6.8	18.2	30.1	16.5	.1055
KNOXVILLE	**3,630,108**	**17,629**	**5.6**	**14.0**	**28.3**	**29.4**	**.2069**
Anderson	482,510	17,624	5.4	13.3	31.0	27.4	.0280
Blount	542,140	17,319	5.7	14.3	31.8	25.5	.0312
Knox	2,544,469	17,922	5.6	14.0	26.9	31.3	.1444
• Knoxville	1,461,070	16,726	6.2	14.6	26.0	28.8	.0950
Union	60,989	13,127	5.7	17.8	28.3	14.4	.0033
SUBURBAN TOTAL	2,169,038	18,145	5.2	13.6	29.7	29.9	.1119

TENN. (cont.)

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
MEMPHIS	**6,858,247**	**18,430**	**5.3**	**13.4**	**26.0**	**33.2**	**.3838**
Shelby	6,107,619	19,075	5.1	13.3	26.3	34.7	.3385
• Memphis	5,143,817	18,746	5.2	13.5	26.7	33.7	.2931
Tipton	146,071	11,593	7.2	18.7	24.2	12.9	.0092
Crittenden, Ark.	*277,495*	*13,117*	*5.9*	*11.9*	*21.7*	*24.0*	*.0186*
De Soto, Miss.	*327,062*	*17,719*	*5.8*	*12.3*	*26.1*	*30.8*	*.0175*
SUBURBAN TOTAL	1,714,430	17,433	5.3	12.8	24.3	32.0	.0907
NASHVILLE-DAVIDSON	**6,712,838**	**18,772**	**5.2**	**14.1**	**28.2**	**32.6**	**.3792**
Cheatham	124,200	15,951	5.1	18.4	36.4	17.7	.0064
Davidson	4,264,608	20,390	4.7	13.1	27.8	37.2	.2415
• Nashville-Davidson	3,931,978	19,737	4.9	13.7	28.5	35.0	.2266
Dickson	167,235	13,602	7.5	18.5	29.2	15.9	.0107
Robertson	222,710	14,860	5.8	15.9	26.9	22.6	.0129
Rutherford	548,353	16,286	6.2	16.0	29.2	24.7	.0326
Sumner	602,696	18,268	5.3	14.3	28.8	30.7	.0324
Williamson	412.423	17,719	5.7	15.1	25.9	31.8	.0231
Wilson	370,613	17,151	5.8	14.3	29.2	27.0	.0196
SUBURBAN TOTAL	2,780,860	17,508	5.5	14.7	27.7	29.6	.1526
OTHER COUNTIES							
Bedford	160,538	13,794	7.2	18.4	28.5	17.1	.0093
Benton	90,684	13,779	6.3	17.5	27.7	18.2	.0052
Bledsoe	42,642	11,261	8.5	21.8	25.2	8.7	.0024
Bradley	448,765	17,295	5.4	16.1	30.9	26.4	.0275
Campbell	165,270	10,385	8.0	17.5	21.7	12.4	.0111
Cannon	60,671	14,426	6.6	15.2	26.8	21.7	.0033
Carroll	165,353	14,179	5.5	17.2	28.8	18.2	.0093
Chester	62,455	11,035	7.7	16.3	23.8	13.5	.0040
Claiborne	127,877	11,436	7.1	17.0	21.3	16.8	.0074
Clay	34.492	9,363	10.2	17.2	20.6	8.9	.0019
Cocke	129.592	11,172	8.5	21.4	25.4	8.1	.0088
Coffee	258,483	16,304	7.0	15.3	28.1	25.4	.0155
Crockett	67,222	10,449	7.4	19.1	23.1	9.6	.0042
Cumberland	142,374	11,991	8.4	19.5	26.2	12.8	.0095
Decatur	59,707	12,008	8.5	17.4	26.6	13.4	.0035
De Kalb	81,928	13,592	7.0	17.6	27.9	17.3	.0049
Dyer	202,118	13,415	6.5	16.8	27.9	16.5	.0124
Fayette	91,210	8,738	8.8	16.3	18.5	9.8	.0059
Fentress	58,278	9,065	9.2	18.1	20.0	7.8	.0047
Franklin	172,775	13,413	7.8	18.0	28.1	16.5	.0102
Gibson	261,888	12,201	6.9	19.4	27.2	12.1	.0158
Giles	134,541	12,700	7.6	19.0	27.8	13.6	.0083
Grainger	78,759	11,389	8.4	18.8	26.1	10.5	.0044
Greene	298,128	13,456	7.4	19.2	28.1	16.3	.0178
Grundy	48,367	9,125	8.9	22.0	18.7	5.5	.0036
Hamblen	332,193	16,741	6.1	17.8	31.1	24.9	.0201
Hancock	18,190	4,869	8.5	13.4	11.1	2.4	.0014
Hardeman	133,704	13,073	6.5	16.0	23.2	20.8	.0077
Hardin	120,972	11,945	7.2	15.3	26.0	14.6	.0074
Haywood	93,211	10,288	7.8	13.6	21.2	16.2	.0060
Henderson	95,964	10,525	8.3	19.0	24.1	9.0	.0064
Henry	168,633	12,229	7.3	17.9	24.3	16.1	.0101
Hickman	64,490	10,913	8.7	22.2	24.9	7.2	.0037
Houston	30,797	10,512	8.7	18.2	23.6	10.0	.0018
Humphreys	108,582	16,172	5.3	11.3	24.6	28.4	.0061
Jackson	42,391	9,276	9.1	14.9	22.8	9.2	.0029
Jefferson	169,994	13,695	7.8	20.5	30.3	14.6	.0097
Johnson	62,179	11,113	7.5	19.2	25.7	9.2	.0039
Lake	35,958	9,930	11.2	16.5	19.8	13.2	.0021
Lauderdale	105,629	9,035	8.3	14.5	19.9	11.7	.0068
Lawrence	206,971	14,825	5.0	16.2	27.5	22.0	.0119
Lewis	37,524	10,622	10.1	22.4	25.8	4.9	.0025
Lincoln	143,185	11,977	8.0	14.4	26.1	16.0	.0085
Loudon	170,520	14,780	6.2	18.0	31.6	17.6	.0098
McMinn	245,692	14,444	6.8	18.0	30.8	17.2	.0142
McNairy	97,155	9,483	8.5	19.6	20.4	7.7	.0065
Macon	83,490	11,653	7.3	18.2	22.6	15.3	.0052
Madison	536,023	16,423	5.9	14.1	24.1	29.5	.0325
Jackson	384,272	16,533	6.4	14.1	23.0	30.7	.0258

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Represented nationally by Story & Kelly-Smith, Inc.

* Standard Metropolitan Statistical Area

Source: Memphis CMS, Belden Associates 1979

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TENN. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Marshall	115,958	13,764	7.1	18.0	30.3	15.1	.0072
Maury	300,208	14,024	6.8	17.7	28.2	18.4	.0183
Meigs	41,261	13,101	8.6	19.5	25.0	17.7	.0022
Monroe	126,377	11,179	8.3	20.8	25.3	8.6	.0086
Moore	24,052	14,544	4.4	19.1	34.4	13.3	.0013
Morgan	70,922	10,884	8.1	19.6	23.2	10.5	.0038
Obion	196,071	13,611	6.7	17.6	25.7	19.5	.0120
Overton	79,204	10,516	7.8	17.5	24.9	9.5	.0049
Perry	26,623	9,395	8.8	15.9	23.4	8.4	.0015
Pickett	16,771	8,840	9.0	21.8	18.0	5.4	.0011
Polk	57,816	11,468	8.5	23.9	26.2	7.0	.0035
Putnam	299,202	13,505	6.7	18.3	23.8	20.8	.0183
Rhea	133,659	13,457	7.6	17.8	26.7	18.1	.0078
Roane	327,290	16,975	5.8	14.7	28.7	27.1	.0174
Scott	97,302	11,458	8.4	17.1	21.5	17.3	.0059
Sevier	280,444	16,072	6.1	16.7	30.3	23.3	.0167
Smith	91,191	13,454	7.7	18.9	23.6	20.9	.0052
Stewart	31,750	8,722	8.4	19.8	21.8	2.8	.0021
Trousdale	45,161	14,373	6.8	16.2	21.9	26.3	.0027
Van Buren	19,940	11,177	8.1	25.5	20.8	8.8	.0011
Warren	205,525	14,547	6.7	17.5	27.6	20.9	.0116
Wayne	67,582	12,505	6.9	20.3	27.9	11.6	.0039
Weakley	183,603	12,644	7.1	16.3	25.2	17.0	.0106
White	100,024	12,072	8.6	21.5	26.4	11.6	.0064
TOTAL METRO COUNTIES	**21,458,831**	**17,619**	**5.5**	**14.6**	**28.1**	**29.7**	**1.2273**
TOTAL STATE	**30,944,331**	**15,782**	**6.1**	**15.7**	**27.5**	**25.0**	**1.7988**

S&MM'S FOUR SURVEY ISSUES

Each year Sales & Marketing Management publishes four *Survey* issues, which, taken together, provide a comprehensive and convenient information system for both consumer and industrial marketers. The data contained in the four *Survey* issues facilitate the analysis and selection of local geographic markets as well as target customer markets, the development of appropriate sales strategies for reaching those markets, and the comparison of the costs of selling in the geographical markets.

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial Purchasing Power, published in April, provides data on total manufacturing activity at the county level, as well as local market information on 457 customer industries that buy goods and sevices from consumer and industrial products manufacturers.

The Texas Daily Press League

.......a national advertising SALES organization !

TEXAS

TEXAS S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U S	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
ABILENE	**.140.7**	**.0615**	**29.8**	**15.2**	**15.2**	**15.5**	**26.6**	**49.9**	**714,716**	**134,368**	**46,840**	**69,361**	**28,694**	**188,362**	**15,023**
Callahan	11.2	.0049	42.3	7.3	11.3	15.4	42.1	4.2	27,002	8,901	1,310	677	122	7,116	1,100
Jones	17.4	.0076	39.9	8.4	12.1	14.9	40.0	6.4	61,359	13,886	1,942	3,726	1,362	17,839	1,799
Taylor	112.1	.0490	27.9	17.0	16.3	15.6	22.9	39.3	626,355	111,581	43,588	64,958	27,210	163,407	12,124
● Abilene	99.0	.0433	27.4	17.4	15.8	16.1	21.9	34.1	597,009	108,570	40,864	63,579	27,150	156,182	12,103
SUBURBAN TOTAL	41.7	.0182	36.8	9.9	14.1	14.0	37.6	15.8	117,707	25,798	5,976	5,782	1,544	32,180	2,920
AMARILLO	**176.3**	**.0772**	**28.8**	**14.3**	**17.9**	**17.6**	**21.3**	**66.2**	**1,200,666**	**226,524**	**111,580**	**135,139**	**63,471**	**296,484**	**26,399**
Potter	99.4	.0435	29.8	13.4	15.8	16.0	25.8	38.4	817,646	123,706	89,374	107,850	44,534	179,262	19,663
● Amarillo	151.5	.0663	29.3	12.7	17.1	17.1	23.1	56.3	1,230,676	257,492	102,995	127,070	68,916	321,546	25,429
Randall	76.9	.0337	27.8	15.5	20.9	19.5	15.6	27.8	383,020	102,818	22,206	27,289	18,937	117,222	6,736
SUBURBAN TOTAL	24.8	.0109	26.8	24.1	23.4	20.1	10.6	9.9	30,010	30,968	8,585	8,069	5,445	25,062	970
AUSTIN	**550.8**	**.2410**	**26.0**	**20.5**	**17.5**	**14.1**	**20.1**	**203.8**	**2,618,500**	**539,120**	**275,681**	**359,610**	**113,208**	**476,583**	**63,132**
Hays	41.5	.0181	23.6	30.3	13.3	11.5	19.3	13.1	131,276	28,635	18,266	7,030	3,570	22,013	1,957
Travis	429.5	.1880	25.5	21.4	18.7	14.3	17.9	164.7	2,285,915	450,059	241,545	347,168	105,809	405,571	56,238
● Austin	352.8	.1544	25.1	22.5	18.9	13.6	17.7	138.1	2,229,150	432,089	235,782	347,168	101,390	403,022	55,657
Williamson	79.8	.0349	32.4	10.8	13.0	14.1	32.5	26.0	201,309	60,426	15,870	5,412	3,829	48,999	4,937
SUBURBAN TOTAL	198.0	.0866	27.9	16.9	15.0	15.0	24.3	65.7	389,350	107,031	39,899	12,442	11,818	73,561	7,475

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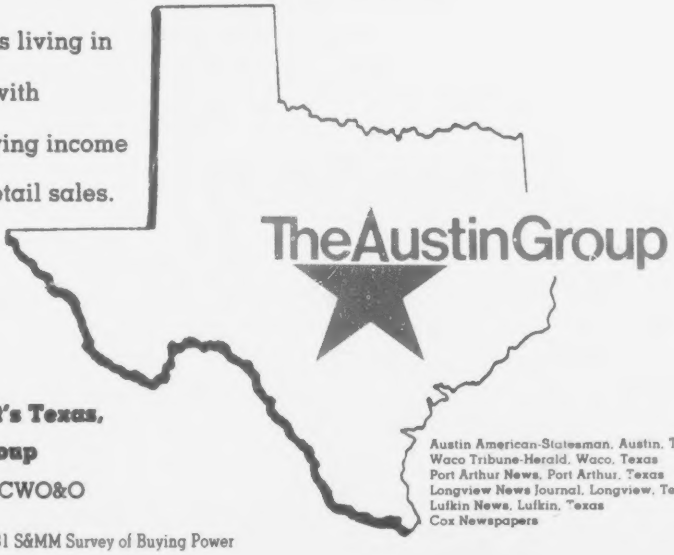

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Waco Tribune-Herald, Waco, Texas
Port Arthur News, Port Arthur, Texas
Longview News Journal, Longview, Texas
Lufkin News, Lufkin, Texas
Cox Newspapers

SOURCE: ABC Publishers' Statements, 9/30/80 1981 S&MM Survey of Buying Power

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Huntsville
Bryan-College Station
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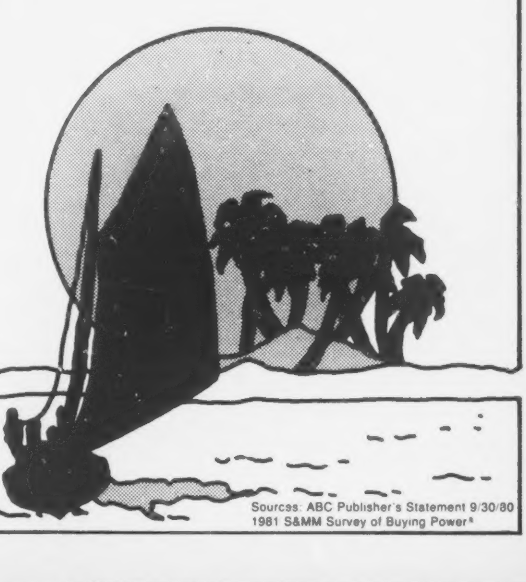
SOURCE: "CIRCULATION 80/81." ALL NUMBERS REFLECT 20% DAILY COVERAGE OR BETTER IN EACH NEWSPAPER MARKET. CIRCULATION IS DAILY AVERAGE FOR FIRST QUARTER 1981.

HARTE-HANKS TEXAS GROUP

Sales office: 14677 Midway Road, Suite 210, Dallas, Texas 75234 (214) 233-8147. Represented nationally by Branham Newspaper Sales.

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BEAUMONT - PORT ARTHUR - ORANGE	**378.1**	**.1655**	**30.0**	**12.7**	**16.5**	**18.1**	**23.6**	**134.2**	**1,960,013**	**412,458**	**150,684**	**248,008**	**92,807**	**437,411**	**54,371**
Hardin	41.6	.0182	30.2	10.6	16.7	16.7	25.2	14.1	168,036	40,507	4,800	4,321	1,416	51,402	6,283
Jefferson	251.6	.1102	30.5	13.3	15.5	18.2	24.8	91.5	1,439,789	286,995	127,583	217,449	75,934	310,112	37,818
• Beaumont	118.4	.0518	30.2	14.4	15.7	17.1	25.4	44.3	911,975	145,949	87,564	180,120	57,089	197,455	17,172
• Port Arthur	61.6	.0270	32.7	12.3	12.7	18.0	29.2	23.2	311,210	70,394	21,572	25,426	9,448	81,094	10,471
Orange	84.9	.0371	28.6	12.2	19.2	18.4	19.2	28.6	352,188	84,956	18,301	26,238	15,457	75,897	10,270
• Orange	23.6	.0103	28.5	13.8	18.7	16.1	21.8	8.4	204,849	60,882	14,684	17,220	10,510	57,480	4,718
SUBURBAN TOTAL	174.5	.0764	29.4	11.6	17.7	19.1	20.9	58.3	531,979	135,233	26,864	25,242	15,760	101,382	22,010
BROWNSVILLE - HARLINGEN - SAN BENITO	**215.3**	**.0942**	**23.7**	**11.6**	**13.4**	**14.3**	**20.2**	**60.5**	**786,274**	**202,688**	**62,313**	**151,932**	**59,450**	**115,697**	**15,487**
Cameron	215.3	.0942	23.7	11.6	13.4	14.3	20.2	60.5	786,274	202,688	62,313	151,932	59,450	115,697	15,487
• Brownsville	87.7	.0384	22.9	11.1	13.1	14.8	18.7	23.9	431,911	109,382	31,743	103,106	46,835	45,689	9,347
• Harlingen	44.3	.0194	25.4	11.2	13.8	14.4	22.3	13.4	242,616	48,294	23,015	45,221	9,265	50,644	3,883
• San Benito	18.2	.0080	22.6	11.4	13.4	12.6	20.1	5.0	52,208	25,594	1,921	1,129	2,107	11,225	1,575
SUBURBAN TOTAL	65.1	.0284	23.9	13.3	13.5	13.8	20.5	18.2	59,539	19,418	5,634	2,476	1,243	8,139	682
BRYAN - COLLEGE STATION	**96.2**	**.0421**	**24.4**	**26.3**	**17.4**	**11.9**	**18.3**	**34.0**	**406,874**	**56,047**	**38,988**	**55,591**	**14,454**	**87,066**	**30,640**
Brazos	96.2	.0421	24.4	26.3	17.4	11.9	18.3	34.0	406,874	56,047	38,988	55,591	14,454	87,066	30,640
• Bryan	44.8	.0196	27.7	14.1	17.4	14.7	22.7	16.9	252,899	36,720	14,412	32,515	12,999	77,408	4,653
• College Station	38.3	.0168	22.7	47.7	17.1	8.1	9.5	12.2	153,581	19,127	24,576	22,882	1,455	9,658	25,987
SUBURBAN TOTAL	13.1	.0057	31.2	5.5	18.4	13.8	29.2	4.9	394	200		194			
CORPUS CHRISTI	**329.5**	**.1443**	**26.6**	**13.4**	**16.6**	**16.7**	**19.4**	**106.7**	**1,442,325**	**358,643**	**106,933**	**191,075**	**56,893**	**340,246**	**36,158**
Nueces	270.6	.1185	26.6	13.8	16.9	16.7	19.1	88.7	1,207,906	268,863	98,715	183,531	54,128	276,489	30,975
• Corpus Christi	234.1	.1025	26.8	13.7	16.9	16.9	19.2	77.8	1,130,884	240,277	94,541	179,722	53,443	265,532	29,048



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Sparkling City by the Sea

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Our SMSA is the market place of South Texas. The Caller-Times reaches almost 8 out of 10 households in the metro market.

We are ranked 59th in per household retail sales, 106th in food sales and 138th in apparel sales.

When you buy Texas, make sure you've got South Texas covered.

We'll put the wind in your sales!

Corpus Christi Caller-Times

Represented nationally by BRANHAM NEWSPAPER SALES

Sources: ABC Publisher's Statement 9/30/80
1981 S&MM Survey of Buying Power®

TEXAS (cont.) **S&MM** ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
San Patricio	58.9	.0258	26.9	11.9	15.7	16.6	20.6	18.0	234,419	89,780	8,218	7,544	2,765	63,757	5,163
SUBURBAN TOTAL	95.4	.0418	26.2	12.9	15.6	16.1	20.1	28.9	311,441	118,366	12,392	11,353	3,450	74,714	7,110
DALLAS - FORT WORTH	**3,023.5**	**1.3232**	**28.8**	**14.0**	**20.1**	**17.0**	**20.6**	**1,105.2**	**15,761,395**	**2,621,757**	**1,444,918**	**2,081,139**	**757,056**	**3,907,804**	**689,371**
Collin	150.9	.0661	28.4	11.8	21.3	14.4	21.5	48.4	426,768	112,409	30,178	18,912	10,918	103,222	38,346
Dallas	1,574.7	.6892	28.5	13.8	21.2	17.3	19.0	592.1	9,163,128	1,471,226	858,640	1,220,039	514,578	2,152,594	368,854
• Dallas	907.1	.3970	29.3	14.3	19.4	17.0	22.0	361.4	5,519,774	830,157	600,806	717,538	318,226	1,145,254	170,456
Garland	143.7	.0629	26.9	11.9	25.7	18.2	11.0	48.7	484,198	146,059	39,127	32,319	18,051	120, 75	17,109
Grand Prairie	73.3	.0321	26.8	15.4	22.1	16.5	15.6	24.6	178,584	42,528	33,449	1,583	4,916	38,094	28,127
Irving	110.7	.0484	26.8	14.4	25.5	17.7	11.4	40.3	656,445	97,141	52,540	123,075	20,982	238,667	17,347
Mesquite	67.9	.0297	26.4	10.7	27.5	17.6	8.7	21.7	466,765	34,638	26,830	185,440	16,334	57,898	43,599
Richardson	74.7	.0327	27.7	8.3	25.1	22.3	9.4	24.7	588,952	88,305	47,338	82,849	42,339	112,731	61,318
Denton	148.9	.0651	26.4	21.1	18.1	14.2	20.2	51.4	493,479	133,634	48,526	57,262	23,465	116,499	15,019
Ellis	60.8	.0266	31.9	11.5	15.3	14.8	30.4	20.3	201,500	65,442	10,495	16,573	4,201	54,745	6,6[illegible]
Hood	18.6	.0081	37.5	8.9	12.8	15.8	36.8	7.1	74,029	9,756	4,660	3,970	1,222	36,632	1,856
Johnson	69.3	.0304	31.8	11.1	16.9	16.5	28.1	23.8	251,352	74,488	16,314	15,213	6,476	76,622	11,354
Kaufman	39.7	.0174	33.1	11.4	15.0	14.8	32.4	13.4	156,616	43,170	9,765	9,203	3,344	41,967	4,022
Parker	45.6	.0199	32.0	13.2	17.2	16.9	28.0	16.1	184,755	50,817	8,824	11,548	1,029	68,787	2,714
Rockwall	15.1	.0066	32.7	10.1	16.7	16.8	29.3	5.1	52,167	7,423	4,925	53	2,214	17,153	398
Tarrant	872.8	.3820	29.0	14.4	19.5	17.7	20.5	317.9	4,673,669	625,631	449,342	723,066	188,216	1,215,741	237,060
Arlington	164.9	.0722	26.5	19.2	22.9	17.6	13.0	60.8	1,160,588	144,200	94,954	211,385	28,771	405,268	17,072
• Fort Worth	383.5	.1678	30.1	14.7	17.6	16.4	25.0	147.6	2,151,317	274,060	262,562	342,335	105,170	538,253	113,221
Wise	27.1	.0118	33.7	10.0	16.5	16.0	31.9	9.6	83,932	27,761	3,249	5,300	1,393	23,842	3,060
SUBURBAN TOTAL	1,732.9	.7584	28.4	13.7	20.9	17.1	19.0	596.2	8,090,304	1,517,540	581,550	1,021,266	333,660	2,224,297	405,694
EL PASO	**489.4**	**.2142**	**24.4**	**15.5**	**16.4**	**16.3**	**15.9**	**144.8**	**1,955,563**	**396,548**	**168,024**	**312,681**	**130,222**	**398,734**	**72,517**
El Paso	489.4	.2142	24.4	15.5	16.4	16.3	15.9	144.8	1,955,563	396,548	168,024	312,681	130,222	398,734	72,517
• El Paso	433.2	.1896	25.0	13.6	16.2	16.9	16.9	131.9	1,909,018	381,068	161,379	312,040	129,825	387,351	72,294
SUBURBAN TOTAL	56.2	.0246	22.3	29.8	17.6	12.0	9.0	12.9	46,545	15,480	6,645	641	397	11,383	423
GALVESTON - TEXAS CITY	**198.3**	**.0867**	**29.9**	**12.0**	**17.6**	**18.2**	**22.8**	**70.8**	**982,267**	**268,547**	**79,525**	**87,807**	**23,085**	**224,035**	**27,680**
Galveston	198.3	.0867	29.9	12.0	17.6	18.2	22.8	70.8	982,267	268,547	79,525	87,807	23,085	224,035	27,680
• Galveston	61.9	.0271	32.2	13.0	15.5	16.4	29.3	24.3	393,682	84,947	42,480	50,749	14,626	70,153	8,709
• Texas City	41.6	.0182	28.8	12.4	17.5	20.0	19.1	14.2	239,384	55,360	13,564	22,790	5,324	70,196	8,679
SUBURBAN TOTAL	94.8	.0414	29.1	11.2	19.1	18.7	20.1	32.3	349,201	128,240	23,481	14,268	3,135	83,686	10,292
HOUSTON	**2,977.3**	**1.3030**	**27.9**	**13.2**	**19.8**	**17.5**	**18.4**	**1,063.8**	**17,080,920**	**3,380,000**	**1,408,738**	**2,495,295**	**696,368**	**4,192,468**	**428,271**

Fort Worth/Dallas
A minimum 2-paper buy.

America's 9th largest metro market.
Texas' largest SMSA

Facts You Should Know:

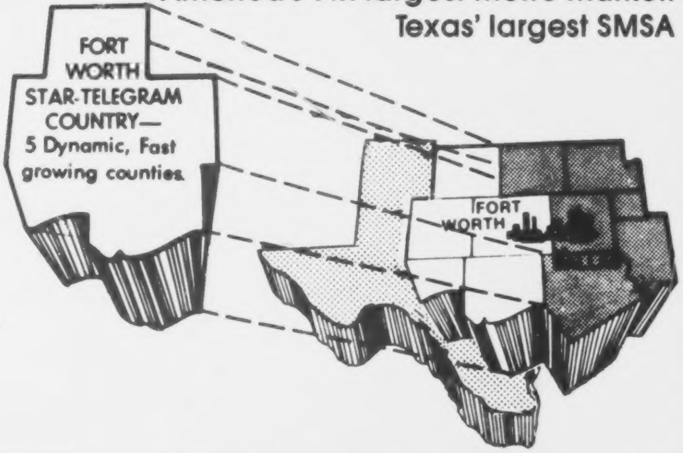
- You must cover the Fort Worth metro area, a $7.5 billion E.B.I. market, to reach the Fort Worth/Dallas SMSA.
- ONLY the Star-Telegram covers the Fort Worth metro Market.

Newspaper Coverage — Fort Worth Metro Area

	Daily	Sunday
Fort Worth Star-Telegram	65%	68%
Dallas Morning News	6%	7%
Dallas Times Herald	3%	4%

• The Fort Worth Star-Telegram ...it's your natural first buy for the market!
(Pick either Dallas paper to complete the buy.)

Consult SRDS, NRD for unduplicated readership.

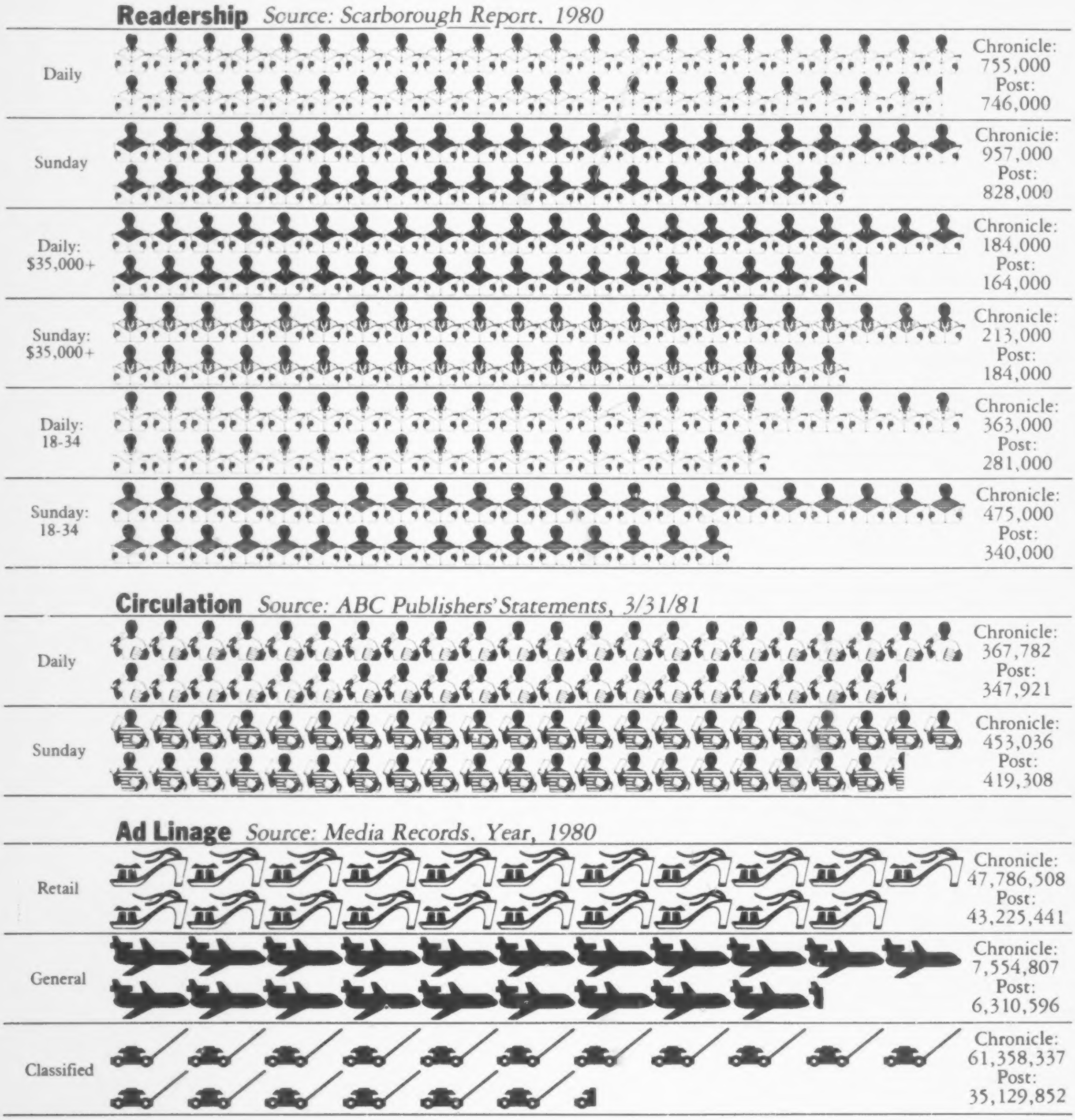


FORT WORTH STAR-TELEGRAM COUNTRY—
5 Dynamic, Fast growing counties
FORT WORTH

Fort Worth Star-Telegram
The First Buy for the Market
Box 1870, Fort Worth, Texas 76101
Represented nationally by Sawyer-Ferguson-Walker
Internationally by TOWMAR

Sources: March 31, 1980, ABC Audit Reports
Sales and Marketing Management, July 1980.

The Houston Chronicle stacks up the lead.



Readership *Source: Scarborough Report, 1980*

	Chronicle	Post
Daily	755,000	746,000
Sunday	957,000	828,000
Daily: $35,000+	184,000	164,000
Sunday: $35,000+	213,000	184,000
Daily: 18-34	363,000	281,000
Sunday: 18-34	475,000	340,000

Circulation *Source: ABC Publishers' Statements, 3/31/81*

	Chronicle	Post
Daily	367,782	347,921
Sunday	453,036	419,308

Ad Linage *Source: Media Records, Year, 1980*

	Chronicle	Post
Retail	47,786,508	43,225,441
General	7,554,807	6,310,596
Classified	61,358,337	35,129,852

Houston Chronicle

Represented nationally by Sawyer Ferguson Walker.

TEXAS (cont.)
S&MM ESTIMATES

	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
				% of Population by Age Group											
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Brazoria	174.6	.0765	28.4	12.4	20.6	18.6	17.7	56.1	688,631	204,168	49,191	83,836	18,722	114,832	19,942
Fort Bend	137.5	.0601	26.7	12.3	17.9	15.6	19.5	42.3	370,825	100,475	11,951	17,698	25,327	104,552	8,952
Harris	2,461.8	1.0774	27.8	13.5	20.2	17.6	17.9	899.0	15,136,658	2,849,880	1,310,437	2,367,095	631,830	3,686,401	381,103
Baytown	57.8	.0253	29.6	12.6	17.8	17.7	22.7	21.9	438,900	79,216	31,450	63,095	8,199	145,815	8,144
● Houston	1,618.7	.7084	28.0	14.1	19.6	17.4	18.9	611.6	11,201,572	1,816,470	1,032,460	1,979,732	574,271	2,386,472	254,142
Pasadena	114.1	.0499	26.7	14.2	20.5	19.0	14.0	40.1	628,818	91,091	38,840	205,311	21,271	116,575	13,678
Liberty	48.2	.0211	30.5	10.6	15.0	16.7	26.6	16.7	217,865	63,701	14,227	10,589	2,373	61,904	6,362
Montgomery	135.0	.0591	29.3	9.5	17.0	18.0	22.4	43.8	523,165	152,293	14,680	14,450	13,403	130,069	10,338
Waller	20.2	.0088	26.4	23.4	12.4	12.6	26.8	5.9	143,776	9,483	8,252	1,627	4,713	94,710	1,574
SUBURBAN TOTAL	1,358.6	.5946	27.8	12.2	20.3	17.7	17.6	452.2	5,879,348	1,563,530	376,278	515,563	122,097	1,805,996	174,129
HOUSTON - GALVESTON CONSOLIDATED AREA	***3,175.6***	***1.3897***	***28.0***	***13.2***	***19.6***	***17.6***	***18.7***	***1,134.6***	***18,063,187***	***3,648,547***	***1,488,263***	***2,583,102***	***719,453***	***4,416,503***	***455,951***
KILLEEN - TEMPLE	**219.2**	**.0959**	**23.0**	**25.3**	**14.8**	**12.1**	**15.9**	**68.6**	**724,204**	**147,277**	**57,879**	**81,990**	**29,642**	**197,501**	**14,618**
Bell	161.0	.0704	23.1	23.0	15.2	12.5	16.2	54.1	541,916	122,608	53,738	76,156	23,725	185,197	12,798
● Killeen	47.3	.0207	21.4	27.8	15.6	12.1	8.0	18.5	300,623	40,543	27,292	21,250	8,665	123,960	1,889
● Temple	43.3	.0189	30.1	9.5	13.6	15.5	27.9	16.8	282,439	59,894	23,151	53,573	14,476	53,104	9,100
Coryell	58.2	.0255	22.7	31.2	13.8	10.8	15.4	14.5	82,288	24,669	4,141	5,834	5,917	12,304	1,820
SUBURBAN TOTAL	128.6	.0563	22.8	29.5	14.9	10.9	14.9	33.3	141,142	46,840	7,436	7,167	6,501	20,437	3,629
LAREDO	**101.4**	**.0444**	**23.7**	**13.2**	**14.2**	**14.0**	**19.3**	**26.6**	**535,968**	**115,196**	**30,337**	**103,519**	**36,064**	**63,667**	**16,269**
Webb	101.4	.0444	23.7	13.2	14.2	14.0	19.3	26.6	535,968	115,196	30,337	103,519	36,064	63,667	16,269
● Laredo	93.1	.0407	23.6	13.1	13.8	14.2	19.3	24.3	531,482	114,219	29,901	103,519	35,333	62,423	16,269
SUBURBAN TOTAL	8.3	.0037	25.0	14.9	19.0	11.8	19.2	2.3	4,486	977	436		731	1,244	
LONGVIEW - MARSHALL	**154.4**	**.0676**	**31.2**	**12.4**	**15.6**	**16.2**	**27.9**	**55.3**	**894,247**	**198,355**	**61,109**	**104,878**	**51,089**	**189,759**	**24,627**
Gregg	101.5	.0444	30.9	12.4	16.2	16.6	26.7	36.9	703,729	152,966	50,372	86,665	35,749	149,353	19,967
● Longview	64.2	.0281	30.5	12.3	15.7	18.2	24.8	23.3	543,785	124,595	43,628	68,286	29,331	106,782	15,821
Harrison	52.9	.0232	31.9	12.5	14.2	15.3	30.3	18.4	190,518	45,389	10,737	18,213	15,340	40,406	4,660
● Marshall	25.1	.0110	32.7	14.3	13.2	15.2	31.8	9.1	173,345	41,404	9,672	16,710	15,103	37,621	4,451
SUBURBAN TOTAL	65.1	.0285	31.4	11.8	16.3	14.5	29.6	22.9	177,117	32,356	7,809	19,882	6,655	45,356	4,355
LUBBOCK	**214.3**	**.0938**	**24.9**	**20.6**	**17.3**	**14.8**	**17.7**	**74.5**	**1,279,860**	**232,803**	**105,147**	**151,724**	**72,227**	**358,011**	**21,990**
Lubbock	214.3	.0938	24.9	20.6	17.3	14.8	17.7	74.5	1,279,860	232,803	105,147	151,724	72,227	358,011	21,990
● Lubbock	176.0	.0770	24.9	21.3	17.5	14.8	17.3	62.1	1,187,174	222,408	103,004	150,857	70,711	311,411	19,707
SUBURBAN TOTAL	38.3	.0168	25.5	16.6	16.4	15.2	19.2	12.4	92,686	10,395	2,143	867	1,516	46,600	2,283
McALLEN - PHARR - EDINBURG	**291.8**	**.1277**	**23.1**	**13.2**	**13.5**	**14.2**	**18.7**	**78.8**	**1,108,807**	**280,219**	**64,736**	**183,387**	**48,590**	**181,952**	**30,862**
Hidalgo	291.8	.1277	23.1	13.2	13.5	14.2	18.7	78.8	1,108,807	280,219	64,736	183,387	48,590	181,952	30,862
● Edinburg	24.6	.0108	23.7	15.2	14.4	13.8	19.0	6.8	98,218	24,030	9,755	4,116	6,446	19,844	3,425
● McAllen	69.8	.0305	25.0	12.0	14.6	14.8	20.5	20.6	586,216	137,694	35,966	107,619	26,793	94,476	15,479
● Pharr	21.8	.0095	22.3	12.8	13.4	14.4	17.2	5.7	152,732	25,469	9,058	44,384	2,276	17,474	3,812
SUBURBAN TOTAL	175.6	.0769	22.4	13.5	13.0	13.9	18.2	45.7	271,641	93,026	9,957	27,268	13,075	50,158	8,146
MIDLAND	**84.2**	**.0369**	**29.5**	**9.9**	**17.0**	**21.6**	**19.0**	**30.6**	**516,266**	**107,625**	**32,057**	**38,694**	**29,677**	**140,586**	**9,433**
Midland	84.2	.0369	29.5	9.9	17.0	21.6	19.0	30.6	516,266	107,625	32,057	38,694	29,677	140,586	9,433
● Midland	71.3	.0312	29.4	10.3	17.0	21.9	18.5	25.2	510,076	105,844	31,469	38,683	29,629	140,246	9,433
SUBURBAN TOTAL	12.9	.0057	30.1	7.7	17.2	19.9	21.7	5.4	6,190	1,781	588	11	48	340	
ODESSA	**117.5**	**.0514**	**28.0**	**12.4**	**18.3**	**19.6**	**17.7**	**41.8**	**806,838**	**168,545**	**74,594**	**123,907**	**31,564**	**193,598**	**9,748**
Ector	117.5	.0514	28.0	12.4	18.3	19.6	17.7	41.8	806,838	168,545	74,594	123,907	31,564	193,598	9,748
● Odessa	91.0	.0398	27.9	12.7	18.6	18.8	18.0	32.7	796,433	167,021	73,632	123,907	30,965	193,305	9,748
SUBURBAN TOTAL	26.5	.0116	28.5	11.6	16.9	22.1	16.9	9.1	10,405	1,524	962		599	293	

#1

186,815

In San Antonio

The SUNDAY EXPRESS-NEWS AS OF MARCH 31, 1981

The latest figures released by the Audit Bureau of Circulations — those reflecting the six-month period ENDING MARCH 31, 1981, show the Sunday Express-News with 186,815 copies, the largest Sunday circulation in San Antonio and South Texas. The figures are based on sworn publishers' statements to the ABC. For full details on THE LATEST CIRCULATION STORY IN SAN ANTONIO AND SOUTH TEXAS, ask your Branham or Hearst advertising representative to show you the latest ABC publisher's statement for the period ending March 31, 1981. It tells the latest circulation story.

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THE SUNDAY
EXPRESS-NEWS

Represented Nationally by
BRANHAM NEWSPAPERSALES

STAR of the SOUTHWEST

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- ★ Houston's Growth Newspaper
  - 17,718 Increase Daily
  - 15,307 Increase Saturday
  - 24,455 Increase Sunday
- ★ Higher Daily Readership
  - 62% Share
- ★ More Upper Income Readers ($35,000 or More)
  - 63% Share
- ★ Better Readership Among Professionals and Managers
  - 63% Share
- ★ More College Graduate Readers
  - 70% Share

The Houston Post
4747 Southwest Freeway
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Represented Nationally by Branham Newspaper Sales

Houston Market Study, 1981
by Research Information Center, Inc. (RICI)

Computed by The Houston Post Research Department from ABC FAS FAX March 31, 1981

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
SAN ANGELO	**85.9**	**.0376**	**29.4**	**15.8**	**15.6**	**15.5**	**25.7**	**31.1**	**485,901**	**99,107**	**37,330**	**57,950**	**20,404**	**139,755**	**6,421**
Tom Green	85.9	.0376	29.4	15.8	15.6	15.5	25.7	31.1	485,901	99,107	37,330	57,950	20,404	139,755	6,421
• San Angelo	73.9	.0323	28.9	16.2	15.6	15.4	25.0	26.9	485,154	98,960	37,246	57,844	20,351	139,542	6,421
SUBURBAN TOTAL	12.0	.0053	32.4	13.2	16.0	15.7	30.1	4.2	747	147	84	106	53	213	
SAN ANTONIO	**1,086.7**	**.4757**	**27.0**	**14.7**	**16.4**	**16.1**	**20.7**	**358.0**	**4,646,972**	**996,927**	**407,301**	**753,163**	**199,330**	**936,151**	**94,130**
Bexar	1,001.6	.4384	26.6	14.9	16.6	16.2	20.0	328.4	4,320,505	893,659	381,180	739,976	186,073	858,410	86,042
• San Antonio	796.5	.3486	27.6	12.6	15.9	16.3	22.0	268.3	3,959,647	744,334	355,909	695,722	172,182	832,972	79,870
Comal	37.4	.0164	32.3	11.3	14.5	16.4	29.7	13.4	163,535	59,425	9,651	7,321	2,592	33,683	5,499
Guadalupe	47.7	.0209	29.9	13.5	15.0	15.1	27.2	16.2	162,932	43,843	16,430	5,866	10,665	44,058	2,589
SUBURBAN TOTAL	290.2	.1271	25.3	20.4	17.8	15.6	17.1	89.7	687,325	252,593	51,392	59,441	27,148	103,179	14,260
SHERMAN - DENISON	**90.3**	**.0396**	**32.6**	**12.6**	**16.3**	**15.9**	**30.2**	**34.5**	**405,753**	**90,797**	**25,927**	**60,896**	**13,905**	**89,851**	**14,901**
Grayson	90.3	.0396	32.6	12.6	16.3	15.9	30.2	34.5	405,753	90,797	25,927	60,896	13,905	89,851	14,901
• Denison	23.8	.0104	32.5	11.9	16.2	15.7	30.3	9.3	140,064	43,575	7,739	14,959	3,279	26,394	5,582
• Sherman	30.5	.0133	31.4	15.0	16.3	16.2	27.9	11.6	218,899	31,842	16,640	44,756	10,181	49,842	7,799
SUBURBAN TOTAL	36.0	.0159	33.7	11.0	16.5	15.8	32.0	13.6	46,790	15,380	1,548	1,181	445	13,615	1,520
TEXARKANA	**128.2**	**.0561**	**31.2**	**11.7**	**15.7**	**16.1**	**28.0**	**46.4**	**557,047**	**144,534**	**37,774**	**69,028**	**17,178**	**112,512**	**14,880**
Bowie	75.9	.0332	31.5	11.7	16.0	16.3	28.1	27.9	355,743	69,736	26,237	54,355	14,853	95,819	7,106
• Texarkana	31.4	.0137	33.0	12.6	14.0	15.1	32.1	12.2	277,039	40,953	20,646	53,324	13,664	86,741	5,246
Little River, Ark.	*14.2*	*.0063*	*30.2*	*11.4*	*15.2*	*15.4*	*27.3*	*4.8*	*36,256*	*11,477*	*738*	*4,086*	*627*	*10,715*	*1,359*
Miller, Ark.	*38.1*	*.0166*	*31.1*	*11.8*	*15.0*	*16.1*	*28.0*	*13.7*	*165,048*	*63,321*	*10,799*	*10,587*	*1,698*	*5,978*	*6,415*
• *Texarkana*	*21.4*	*.0094*	*31.6*	*12.0*	*15.2*	*15.8*	*29.1*	*8.1*	*150,266*	*60,759*	*9,160*	*9,884*	*1,541*	*5,366*	*6,415*
SUBURBAN TOTAL	75.4	.0330	30.5	11.2	16.7	16.6	25.8	26.1	129,742	42,822	7,968	5,820	1,973	20,405	3,219
TYLER	**130.9**	**.0573**	**31.0**	**11.9**	**16.0**	**16.5**	**27.1**	**47.4**	**731,132**	**150,905**	**49,160**	**115,349**	**43,370**	**130,558**	**17,996**
Smith	130.9	.0573	31.0	11.9	16.0	16.5	27.1	47.4	731,132	150,905	49,160	115,349	43,370	130,558	17,996
• Tyler	71.4	.0312	30.8	13.2	15.8	17.0	26.4	26.2	684,957	140,431	48,096	114,594	42,995	124,499	17,351
SUBURBAN TOTAL	59.5	.0261	31.1	10.4	16.1	15.8	28.0	21.2	46,175	10,474	1,064	755	375	6,059	645
VICTORIA	**70.1**	**.0307**	**27.9**	**12.4**	**17.4**	**17.2**	**20.5**	**23.7**	**441,338**	**78,386**	**32,080**	**61,717**	**21,400**	**114,831**	**10,840**
Victoria	70.1	.0307	27.9	12.4	17.4	17.2	20.5	23.7	441,338	78,386	32,080	61,717	21,400	114,831	10,840
• Victoria	51.5	.0225	27.7	12.6	17.8	17.7	19.3	17.7	439,783	77,787	31,656	61,596	21,395	114,795	10,840
SUBURBAN TOTAL	18.6	.0082	28.7	11.8	16.1	15.8	24.1	6.0	1,555	599	424	121	5	36	
WACO	**172.8**	**.0756**	**31.4**	**14.7**	**14.1**	**16.1**	**28.8**	**62.8**	**840,358**	**170,080**	**69,471**	**89,483**	**38,697**	**208,670**	**26,694**
McLennan	172.8	.0756	31.4	14.7	14.1	16.1	28.8	62.8	840,358	170,080	69,471	89,483	38,697	208,670	26,694
• Waco	101.7	.0445	31.3	16.5	13.0	15.9	29.3	37.7	683,031	108,782	58,554	83,533	29,830	168,442	25,031
SUBURBAN TOTAL	71.1	.0311	31.5	12.1	15.6	16.5	28.0	25.1	157,327	61,298	10,917	5,950	8,867	40,228	1,663

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San Antonio Light

FIRST IN TEXAS COMMUNITY SERVICE

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.

TEXAS (cont.)
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
WICHITA FALLS	**130.9**	**.0572**	**29.4**	**16.0**	**16.2**	**16.6**	**24.3**	**47.2**	**702,357**	**137,145**	**50,748**	**91,314**	**38,049**	**164,888**	**15,570**
Clay	9.7	.0042	39.0	8.8	14.1	16.4	37.9	3.7	18,724	4,671	82	787	184	3,024	813
Wichita	121.2	.0530	28.8	16.6	16.4	16.6	23.2	43.5	683,633	132,474	50,666	90,527	37,865	161,864	14,757
• Wichita Falls	94.0	.0411	28.3	18.6	16.5	16.0	22.9	33.1	621,857	113,540	48,639	89,875	35,994	139,316	12,858
SUBURBAN TOTAL	36.9	.0161	32.4	9.5	15.5	18.0	28.0	14.1	80,500	23,605	2,109	1,439	2,055	25,572	2,712
OTHER COUNTIES															
Anderson	39.0	.0171	35.5	8.8	15.7	16.0	34.6	12.7	134,233	34,434	6,393	8,673	4,218	37,638	6,141
Andrews	13.6	.0059	28.7	11.0	16.1	20.2	19.7	4.5	57,416	12,908	3,836	2,829	2,363	16,393	1,319
Angelina	65.4	.0286	30.1	12.0	17.1	15.4	26.3	22.3	293,209	81,031	15,637	16,897	13,922	61,092	11,679
Aransas	14.7	.0065	34.1	8.2	13.4	15.9	32.9	5.4	59,157	20,963	3,255	1,394	1,240	7,662	2,318
Archer	7.4	.0032	36.8	9.6	13.4	17.3	34.7	2.7	19,806	6,012	748	111	57	6,317	278
Armstrong	2.0	.0009	40.3	7.9	14.1	15.7	39.8	.8	3,521	1,025	100	427	66	577	58
Atascosa	25.6	.0112	29.3	11.3	13.9	14.8	27.3	8.3	69,264	17,736	4,401	5,287	1,148	13,011	1,414
Austin	18.1	.0079	41.1	8.6	12.3	14.2	41.5	6.6	54,722	15,807	2,921	3,053	1,945	12,610	1,624
Bailey	8.1	.0036	29.7	10.5	15.0	16.4	25.7	2.7	31,101	9,688	1,917	767	915	9,097	911
Bandera	7.3	.0032	42.7	7.4	11.1	15.9	42.2	2.9	12,155	3,294	449	63	148	2,795	
Bastrop	25.3	.0110	37.2	9.4	11.7	14.3	37.8	9.0	58,828	25,570	3,166	1,780	498	7,348	2,390
Baylor	4.9	.0022	44.7	7.3	12.2	15.6	44.5	2.0	16,790	4,062	915	359	164	4,338	737
Bee	26.3	.0115	25.4	17.1	15.9	13.6	21.1	8.3	92,581	18,229	5,131	5,209	2,799	26,199	1,625
Blanco	4.8	.0021	42.5	7.8	11.6	14.5	42.7	1.9	14,279	4,716	1,410		293	610	155
Borden	.9	.0004	34.0	9.1	16.2	22.8	25.5	.3	426						227
Bosque	13.6	.0059	49.1	7.9	10.8	12.3	49.3	5.6	38,471	9,919	1,221	1,861	606	12,899	2,889
Brewster	7.6	.0033	24.3	25.1	14.1	12.1	21.5	2.7	37,668	8,607	2,031	1,052	441	6,249	1,781
Briscoe	2.6	.0011	34.2	8.5	15.2	15.0	33.8	1.0	6,007	2,526	545	176		1,112	123
Brooks	8.4	.0037	28.4	11.0	16.4	15.7	23.4	2.6	31,768	7,753	2,410	1,562	1,229	9,667	89
Brown	33.6	.0147	36.5	12.3	12.9	13.2	38.1	12.6	152,605	34,106	7,509	16,482	4,753	40,585	4,707
Burleson	12.5	.0055	38.1	9.3	11.2	13.7	39.1	4.5	32,582	7,286	2,595	1,641	833	6,385	302
Burnet	18.3	.0080	43.6	7.5	11.3	13.6	44.2	7.2	64,139	13,064	2,010	5,892	2,367	13,714	2,390
Caldwell	23.9	.0104	28.6	15.3	11.6	13.0	29.6	7.5	72,642	16,404	3,371	2,530	1,227	26,510	1,428
Calhoun	19.7	.0087	27.1	12.4	17.3	18.8	17.4	6.6	82,290	23,288	4,547	3,868	3,531	16,233	2,723
Camp	9.4	.0041	36.3	8.9	11.8	15.6	35.8	3.5	31,700	7,528	1,316	1,020	1,878	9,091	1,567
Carson	6.7	.0029	33.7	8.2	16.3	17.6	30.3	2.4	19,340	4,035	1,357		96	3,680	395
Cass	29.8	.0131	34.3	9.9	13.7	15.0	34.0	10.7	103,665	34,342	6,235	7,301	2,483	20,689	2,918
Castro	10.6	.0046	26.3	11.0	17.1	16.9	18.2	3.2	39,300	8,381	1,072	3,020	912	13,418	1,298
Chambers	19.1	.0084	30.3	11.3	16.1	18.4	24.0	6.5	78,418	21,002	5,615	1,047	512	24,832	1,661
Cherokee	38.7	.0169	36.9	10.6	12.7	14.6	37.2	13.9	115,201	29,765	3,682	7,398	3,524	33,807	3,157
Childress	7.0	.0031	43.7	7.7	11.3	14.6	44.0	2.8	28,137	6,944	1,724	3,399	860	4,611	977
Cochran	4.8	.0021	30.3	10.3	15.9	15.9	26.6	1.5	13,867	3,449	117	587	223	4,907	736
Coke	3.2	.0014	41.5	8.0	10.3	17.5	40.5	1.3	13,331	1,439	483	88	26	8,785	104
Coleman	10.5	.0046	46.6	7.1	10.3	13.9	46.8	4.3	36,277	11,111	1,864	1,187	155	7,125	1,767
Collingsworth	4.6	.0020	43.5	7.9	10.4	14.4	43.8	1.8	14,394	3,316	308	1,615	207	993	1,431
Colorado	19.0	.0083	36.4	9.2	12.5	16.0	35.5	7.1	90,537	17,069	6,519	2,856	1,696	31,459	2,002
Comanche	12.7	.0055	44.2	8.6	12.0	13.4	44.8	5.0	46,294	19,757	1,234	4,783	854	10,958	1,302
Concho	2.9	.0013	44.1	8.4	11.9	13.1	44.8	1.1	24,704	2,567	589	402		16,183	92
Cooke	28.0	.0122	33.2	11.2	13.7	16.0	31.5	10.3	144,700	29,853	8,825	4,721	4,494	27,507	3,919
Cottle	2.9	.0013	38.6	7.0	14.4	14.6	39.0	1.2	8,556	2,787	380	136	409	1,875	434
Crane	4.6	.0020	30.2	10.3	16.8	18.3	23.6	1.6	13,133	3,501	1,404	517	70	2,367	353
Crockett	4.7	.0020	30.0	10.7	16.2	17.0	25.0	1.6	26,401	7,198	695	754	717	3,185	724
Crosby	8.8	.0039	31.8	9.1	15.6	16.1	28.9	2.9	15,253	4,164	419	1,097	614	4,671	856
Culberson	3.3	.0014	24.9	11.6	18.0	15.6	16.3	1.0	16,425	1,462	1,123	247	57	1,641	167
Dallam	6.6	.0029	31.1	10.0	15.7	15.6	28.3	2.4	46,537	8,871	2,447	1,136	360	11,735	810
Dawson	16.1	.0070	29.6	10.4	14.7	15.5	26.5	5.5	71,853	14,742	7,453	4,342	3,237	17,767	2,096
Deaf Smith	21.3	.0094	25.9	11.7	17.6	15.6	18.4	6.6	79,257	23,251	8,174	4,460	4,472	18,020	1,339
Delta	4.8	.0021	50.1	9.6	10.8	10.9	50.1	1.9	10,065	2,965	73	484	380	3,655	742
De Witt	18.9	.0083	40.2	9.0	10.8	14.6	40.5	7.1	65,154	16,034	2,920	4,946	924	13,283	3,244
Dickens	3.5	.0015	42.5	7.3	11.8	12.4	43.8	1.4	16,178	2,547	490	600	85	3,565	705
Dimmit	11.6	.0051	24.0	13.0	12.8	14.2	21.1	3.2	34,799	12,788	2,441	3,267	350	1,283	279
Donley	4.1	.0018	42.7	11.1	11.1	13.4	43.5	1.6	22,498	2,697	1,387	2,525	490	10,124	627

Wichita Falls, Texas
All-America City,
1980-1981

Population, economic center of 17 county North Central Texas, Southern Oklahoma market

- Independent Oil Production
- Diversified Industry
- Steady Economic Growth

Served by...

ALL-AMERICA CITY

Wichita Falls Times and Record News

All-American newspaper
1907-1981

- 91% net reach primary market
- No. 1 advertising medium in ideal test market
- Represented nationally by CWO&O

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Duval	12.6	.0055	29.3	10.7	13.5	15.3	27.0	3.8	25,198	10,865	1,743	251	278	3,959	517
Eastland	19.6	.0086	43.2	11.9	10.7	13.1	44.1	7.8	59,368	13,997	3,698	4,773	1,629	9,876	3,200
Edwards	2.0	.0009	32.2	10.2	13.1	16.2	30.1	.7	3,505	1,779	165	73			92
Erath	22.9	.0100	37.3	17.8	11.3	12.5	39.5	8.9	102,151	20,376	7,003	9,858	2,275	26,739	7,351
Falls	18.0	.0079	43.2	8.9	9.8	13.7	43.7	7.0	57,614	16,810	3,297	2,004	1,686	10,546	1,701
Fannin	24.4	.0107	42.8	8.8	12.3	14.4	43.1	9.4	93,645	20,817	2,315	4,760	1,590	41,616	2,031
Fayette	19.0	.0083	48.1	7.7	9.6	13.8	48.3	7.6	76,947	22,428	10,206	3,176	1,404	15,988	1,971
Fisher	5.9	.0026	41.4	7.3	11.4	15.4	41.2	2.2	12,265	3,337	777	957	322	3,412	716
Floyd	9.8	.0042	31.8	9.1	14.6	16.6	28.7	3.3	31,364	5,952	782	972	170	7,240	1,156
Foard	2.1	.0010	48.4	6.5	9.3	14.7	48.5	.9	4,343	1,651	39		31	774	
Franklin	7.0	.0031	41.6	8.3	11.9	15.2	41.5	2.7	16,334	2,649	742	817	1,306	3,091	500
Freestone	15.1	.0066	44.5	7.9	9.7	13.1	45.2	5.7	63,589	14,549	2,886	2,726	999	15,743	3,861
Frio	14.0	.0061	25.8	12.1	14.1	13.6	23.5	4.1	44,360	18,631	2,437	370	1,799	10,020	1,746
Gaines	13.3	.0059	28.8	10.7	17.0	17.4	22.1	4.3	35,968	13,287	2,039	443	347	7,079	1,609
Garza	5.3	.0024	31.4	9.3	14.2	15.1	29.8	1.9	17,897	6,593	1,266	1,097	281	2,004	618
Gillespie	13.7	.0060	40.7	7.9	12.0	15.6	40.4	5.3	56,899	12,361	5,121	4,880	2,997	9,474	1,712
Glasscock	1.3	.0005	30.6	7.8	16.1	17.3	25.6	.4	1,476	732	97				
Goliad	5.2	.0023	36.6	10.3	11.3	16.5	35.3	1.8	14,744	4,131	1,151	358	264	3,018	511
Gonzales	16.9	.0074	36.0	9.7	11.6	14.5	36.4	6.0	48,071	14,749	3,363	2,772	1,650	9,512	1,905
Gray	26.4	.0115	34.0	9.1	16.4	18.6	29.7	10.3	128,670	32,266	12,810	8,203	6,075	33,781	3,646
Grimes	13.7	.0060	36.9	9.6	11.2	13.2	38.5	4.9	35,817	9,867	2,850	1,603	564	5,292	908
Hale	37.9	.0165	29.0	11.0	15.5	16.0	24.7	12.6	178,352	47,844	8,510	16,872	9,887	40,449	7,314
Hall	5.6	.0025	39.0	8.6	12.5	13.9	39.9	2.2	16,849	3,873	823	889	330	4,915	1,098
Hamilton	8.4	.0037	51.3	6.8	8.7	13.6	52.0	3.5	25,327	4,915	1,320	863	1,951	4,700	1,295
Hansford	6.2	.0027	29.7	9.9	19.9	19.1	20.3	2.3	31,394	5,900	1,333	1,869	681	14,325	931
Hardeman	6.3	.0027	43.0	7.6	11.4	14.5	43.2	2.5	15,006	6,720	924	309	158	2,046	243
Hartley	4.1	.0018	32.3	9.4	16.2	18.6	27.1	1.4	5,662	517	60		63	2,816	
Haskell	7.7	.0034	42.7	7.3	11.0	15.9	42.3	3.0	30,156	7,227	1,282	1,065	2,308	8,343	1,063
Hemphill	5.5	.0024	32.0	8.6	15.0	16.7	28.8	1.9	27,206	8,630	1,957	39	32	5,105	2,307
Henderson	43.9	.0192	34.7	10.6	13.6	14.9	34.6	16.7	142,913	30,696	6,155	12,749	2,303	30,902	3,239
Hill	25.2	.0111	42.2	9.7	11.1	14.0	42.8	9.8	87,991	28,662	4,463	2,393	1,984	15,181	4,508
Hockley	23.5	.0103	28.2	13.8	16.2	15.5	23.4	7.7	86,116	19,010	5,860	3,018	2,513	20,098	3,277
Hopkins	25.6	.0112	35.6	11.2	13.7	14.4	36.2	9.7	93,105	20,810	4,285	7,036	2,202	31,234	3,454
Houston	22.5	.0098	34.2	12.3	14.9	13.9	35.0	7.4	71,054	18,831	1,837	1,082	3,066	28,484	1,850
Howard	32.7	.0144	29.1	13.3	17.1	16.9	23.0	12.0	242,762	42,013	16,815	14,844	4,031	83,241	3,562
Hudspeth	2.8	.0012	27.3	10.3	14.9	17.7	20.8	.8	3,741	864	386	152			36
Hunt	55.9	.0244	31.1	16.8	15.8	14.5	29.3	20.7	201,116	46,512	12,313	16,504	7,758	47,891	6,527
Hutchinson	26.5	.0116	34.1	9.6	14.2	20.1	28.6	10.0	95,185	30,075	6,717	3,462	3,250	23,651	3,313
Irion	1.4	.0007	37.8	9.4	13.4	13.6	39.0	.5	5,916	613	60				
Jack	7.5	.0032	39.6	8.3	14.0	16.7	38.5	2.9	27,113	4,873	1,534	366	471	8,069	1,382
Jackson	13.4	.0059	31.7	10.6	14.4	16.4	28.9	4.8	47,777	18,029	2,913	1,830	837	10,591	1,204
Jasper	31.3	.0137	32.2	10.1	15.0	16.0	29.8	11.0	147,633	42,625	4,659	11,597	4,243	51,488	5,758
Jeff Davis	1.7	.0007	32.9	9.8	15.0	16.4	30.4	.6	1,670	527	223				58
Jim Hogg	5.2	.0022	30.1	11.3	14.0	15.8	27.4	1.6	14,419	5,385	798	613	286	2,966	231
Jim Wells	36.8	.0161	27.4	12.3	15.9	16.3	21.5	11.4	171,307	51,693	10,400	8,595	6,011	48,211	4,579
Karnes	13.6	.0059	32.6	10.9	12.0	16.0	31.1	4.6	47,066	13,252	4,214	2,094	2,644	11,613	806
Kendall	10.9	.0048	36.9	8.6	13.9	16.0	36.0	3.9	36,141	11,551	3,722	896	140	7,201	742
Kenedy	.5	.0002	29.2	12.0	15.8	19.4	21.4	.2	903		74	560			
Kent	1.1	.0005	37.9	7.6	14.4	16.1	37.0	.4	2,134	192	23	35		820	
Kerr	29.5	.0129	41.3	8.0	11.9	14.7	41.4	11.5	118,381	29,635	6,577	8,737	5,827	16,514	2,068
Kimble	4.1	.0018	36.2	9.1	14.0	15.5	35.7	1.6	24,549	5,565	3,191	862	510	4,936	357
King	.4	.0002	34.5	10.3	13.9	17.3	32.0	.2	1,821		95	34			
Kinney	2.3	.0010	30.2	10.7	11.1	16.6	28.1	.8	4,033	1,986	169	52	35	106	44
Kleberg	33.4	.0146	23.6	25.2	16.4	12.5	16.3	10.4	147,084	51,061	11,577	3,577	6,560	31,186	1,977
Knox	5.3	.0023	41.9	6.8	10.8	15.4	41.7	2.0	16,295	5,133	1,081	307	96	1,579	1,036
Lamar	42.6	.0186	34.5	10.9	14.7	14.2	35.0	16.0	185,590	43,815	11,239	26,330	6,437	24,898	7,669
Lamb	18.8	.0083	33.0	9.0	14.1	16.1	31.0	6.5	56,693	16,473	2,247	3,564	1,523	14,542	2,058
Lampasas	12.2	.0053	32.3	12.6	10.4	13.7	33.5	4.5	41,168	9,889	2,622	3,525	1,548	9,932	891
La Salle	5.6	.0025	28.1	11.6	14.3	13.4	26.7	1.8	16,693	2,142	1,203	3,010	298	914	257
Lavaca	19.1	.0083	43.4	8.4	10.7	13.6	44.0	7.2	59,390	17,651	2,311	2,132	3,254	13,093	1,743
Lee	11.2	.0049	40.9	8.5	10.7	15.3	40.7	3.9	31,676	9,153	2,551	917	3,195	3,141	622
Leon	9.7	.0043	44.3	6.7	10.1	13.7	44.8	3.9	20,179	4,994	1,750	560	1,153	880	462
Limestone	20.4	.0089	42.1	9.0	11.7	13.8	42.7	7.5	73,173	34,599	2,452	1,165	1,201	12,102	2,509
Lipscomb	3.8	.0016	36.9	7.0	17.2	19.2	33.3	1.4	10,886	2,557	487	311	31	4,307	185
Live Oak	9.9	.0044	33.3	10.6	14.7	15.5	32.1	3.4	32,485	6,787	1,436	945	159	9,984	163
Llano	10.4	.0045	52.5	5.2	9.3	13.2	54.4	4.5	36,361	11,669	4,148	1,605	1,328	6,062	1,056
Loving	.1	.0001	52.9	2.0	18.0	20.0	59.0	.1	180		103				
Lynn	8.6	.0037	31.4	9.2	15.7	16.2	28.2	2.8	18,651	3,188	962	265	684	8,416	464
McCulloch	8.8	.0039	42.1	7.9	11.1	14.3	42.5	3.4	42,686	6,776	1,910	5,782	1,196	14,543	949
McMullen	.8	.0004	35.7	8.5	15.1	16.7	34.0	.3	596	187	46			74	
Madison	10.8	.0047	28.1	27.2	10.9	11.0	31.4	3.2	45,402	9,524	2,303	834	743	11,905	1,572
Marion	10.5	.0046	37.2	9.5	12.0	14.3	37.8	4.0	21,171	5,135	657	391	536	3,395	1,421
Martin	4.7	.0020	30.2	10.4	16.3	15.5	26.6	1.6	27,591	3,829	464	107	288	10,037	631
Mason	3.7	.0017	44.6	7.9	11.0	15.7	44.3	1.5	9,185	3,229	732	45	68	1,215	314
Matagorda	38.8	.0169	30.7	10.3	15.1	17.1	26.4	13.6	155,294	40,144	10,174	5,905	3,628	49,373	1,735
Maverick	32.5	.0143	23.5	12.9	14.2	14.7	18.3	7.9	99,136	26,676	4,167	13,381	6,712	6,467	4,822
Medina	23.4	.0102	30.5	11.4	14.0	16.0	27.7	7.6	67,671	22,493	4,010	1,959	1,034	17,884	1,464
Menard	2.3	.0010	40.9	8.2	12.3	14.6	41.1	.9	3,383	1,354	187			332	207
Milam	23.0	.0100	38.7	8.5	11.7	15.0	38.7	8.4	63,698	19,634	3,992	5,004	1,165	12,407	961
Mills	4.5	.0020	50.4	7.0	9.2	13.6	50.6	1.8	10,166	2,721	477	409	644	1,895	256
Mitchell	9.1	.0040	36.8	8.2	11.9	15.4	36.5	3.3	31,201	8,092	2,464	905	1,107	6,169	1,510

TEXAS (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Montague	17.6	.0077	41.2	8.1	12.9	14.4	41.5	6.9	66,894	20,972	3,393	2,829	2,006	17,312	1,937
Moore	16.8	.0073	28.9	10.5	18.1	18.9	20.0	5.7	70,962	21,312	5,372	2,561	5,397	16,709	1,972
Morris	14.9	.0065	32.4	9.9	14.0	17.1	29.2	5.3	47,126	11,593	1,019	2,824	1,813	15,672	1,731
Motley	1.9	.0009	44.4	7.3	10.9	15.4	44.3	.8	6,127	993	41	125	33	618	207
Nacogdoches	47.6	.0208	26.2	25.0	12.8	12.5	26.1	16.9	196,206	46,600	13 889	17,548	10,809	33,497	7,005
Navarro	35.7	.0156	39.1	9.7	12.5	14.3	39.6	13.6	165,796	30,176	8,452	15,051	5,397	42,834	5,111
Newton	13.4	.0059	32.4	10.6	15.4	15.5	30.5	4.6	21,313	5,384	469	316		4,578	254
Nolan	17.5	.0076	34.2	9.2	14.3	16.2	32.7	6.5	109,263	31,736	6,650	9,648	2,427	16,962	4,715
Ochiltree	9.6	.0042	30.2	10.6	19.2	20.3	20.4	3.5	44,449	11,941	1,790	643	1,960	12,934	1,320
Oldham	2.3	.0010	28.1	11.6	19.8	15.0	21.4	.7	4,849	624	525	78			31
Palo Pinto	23.6	.0104	29.2	18.0	19.5	14.4	24.2	8.9	133,945	45,060	6,683	4,756	3,795	24,124	6,547
Panola	21.1	.0092	36.0	10.2	12.7	14.8	36.2	7.6	68,865	19,820	2,970	9,462	1,309	10,896	3,818
Parmer	11.1	.0049	28.1	10.9	18.6	16.3	20.9	3.5	27,470	7,256	1,000	2,849	60	5,083	4,164
Pecos	14.8	.0065	27.9	10.7	18.4	17.9	19.1	4.6	72,581	20,376	4,406	3,172	1,182	8,923	1,433
Polk	25.2	.0110	34.1	9.9	12.1	14.0	34.9	9.3	114,546	24,995	3,813	5,204	2,639	31,949	2,176
Presidio	5.2	.0023	30.4	10.6	13.2	15.1	28.9	1.7	20,902	5,853	849	2,093	424	3,765	70
Rains	4.9	.0021	39.3	9.6	12.5	14.0	40.0	2.0	11,020	6,441	511	1,275	935	71	159
Reagan	4.2	.0018	29.0	9.6	13.9	20.4	21.2	1.3	13,594	3,793	477	612	31	3,719	137
Real	2.5	.0011	35.3	8.6	14.6	13.7	36.6	.9	5,006	543	682	44		949	69
Red River	16.2	.0071	40.3	8.9	12.1	13.3	41.3	6.1	50,059	17,917	1,370	3,488	1,361	5,187	1,418
Reeves	15.7	.0069	26.3	12.2	17.1	15.9	19.1	4.8	54,641	14,636	4,205	2,623	1,486	14,213	1,169
Refugio	9.3	.0040	32.3	11.1	14.4	17.3	28.9	3.2	32,000	5,717	2,818	628	406	8,786	1,600
Roberts	1.2	.0006	34.4	7.9	16.8	18.5	30.4	.4	1,709	1,018	27				
Robertson	14.7	.0064	37.7	8.8	10.8	13.2	39.2	5.6	42,691	17,316	2,152	1,177	719	7,439	2,396
Runnels	11.8	.0052	39.8	8.7	11.8	14.9	39.8	4.5	43,306	11,382	1,659	3,032	2,458	10,273	1,383
Rusk	42.0	.0184	36.7	9.8	12.0	14.8	37.0	15.3	122,618	25,963	5,117	12,378	4,541	32,894	4,858
Sabine	8.8	.0038	35.1	9.3	13.9	14.0	36.1	3.4	34,710	13,220	1,970	985	1,013	5,942	446
San Augustine	8.8	.0039	35.6	9.1	12.5	14.3	36.2	3.2	28,481	6,724	604	1,122	1,623	8,275	1,086
San Jacinto	11.8	.0051	34.9	9.8	12.8	12.9	36.9	4.3	12,390	5,850	179	47	72	2,998	130
San Saba	5.7	.0025	44.6	7.9	11.0	13.1	45.2	2.2	15,166	4,282	305	351	208	3,636	688
Schleicher	2.9	.0013	33.2	9.6	13.5	15.0	32.6	1.0	4,950	2,027	376	166		274	257
Scurry	18.4	.0080	32.7	9.2	13.8	17.3	29.6	6.5	92,332	21,822	6,357	6,318	3,721	18,015	2,543
Shackelford	4.0	.0018	44.0	7.9	11.3	15.0	44.0	1.5	14,858	3,229	398		79	4,467	420
Shelby	23.3	.0102	36.0	9.9	13.1	14.1	36.8	8.7	87,000	26,289	2,261	5,291	2,345	20,330	2,294
Sherman	3.1	.0013	30.1	10.5	18.2	19.8	21.3	1.1	14,189	4,998	540	43	190	2,558	51
Somervell	4.3	.0019	38.6	8.6	13.7	14.2	39.2	1.6	19,971	11,862	1,159	213	418	364	350
Starr	28.0	.0122	23.3	11.5	13.4	13.6	20.3	7.1	65,811	25,937	2,501	3,706	3,830	9,062	1,781
Stephens	10.1	.0045	40.3	8.4	12.5	16.0	39.6	4.0	41,235	11,239	3,057	1,546	1,398	12,951	2,671
Sterling	1.2	.0005	31.1	9.8	14.4	15.3	29.2	.4	4,074	1,283	154				
Stonewall	2.4	.0010	40.4	8.5	12.0	17.3	38.8	1.0	5,504	588	486	82	29	1,048	179
Sutton	5.3	.0024	29.6	9.5	12.7	17.5	25.6	1.7	38,136	9,209	4,270	645	203	15,316	1,024
Swisher	9.7	.0042	30.3	10.1	15.8	16.4	26.1	3.3	31,585	5,378	2,616	2,032	907	10,359	1,500
Terrell	1.6	.0007	33.0	8.8	16.3	16.7	30.0	.6	5,650	171	666	1,016	28	842	110
Terry	14.6	.0064	28.5	10.7	16.3	16.6	22.9	4.9	89,422	16,202	3,013	3,502	2,070	35,464	2,274
Throckmorton	2.0	.0009	47.3	7.3	12.6	13.6	47.5	.9	2,857	684	238			192	116
Titus	21.8	.0095	35.9	9.4	13.4	15.5	35.5	7.9	141,260	23,829	9,079	17,149	4,704	37,065	4,307
Trinity	9.6	.0042	39.5	9.0	12.3	12.8	41.0	3.7	38,923	10,259	1,251	1,273	123	14,503	2,107
Tyler	16.5	.0072	35.9	8.1	12.7	14.6	36.3	6.0	44,080	17,129	2,400	799	298	10,057	297
Upshur	29.3	.0129	34.0	9.9	14.1	15.3	33.2	10.4	86,476	17,497	1,575	4,024	1,024	22,415	2,327
Upton	4.6	.0020	29.3	10.5	16.4	18.2	22.5	1.6	9,688	3,936	1,075	232	89	336	511
Uvalde	22.8	.0099	28.8	12.7	13.9	14.6	26.7	7.1	88,383	34,003	5,354	3,448	2,015	13,632	1,998
Val Verde	36.6	.0161	23.9	15.3	16.8	14.5	16.3	10.6	126,083	29,160	7,103	10,376	5,263	26,088	1,363
Van Zandt	32.1	.0140	39.2	8.8	13.1	14.7	39.5	12.0	104,341	25,457	4,029	1,786	669	43,006	2,761
Walker	42.7	.0187	26.1	29.2	18.3	13.4	20.3	12.3	156,786	37,690	22,482	8,499	5,274	32,569	5,788
Ward	14.1	.0062	30.1	10.8	17.0	18.7	22.9	4.8	58,121	12,583	3,009	2,187	2,085	12,049	1,001
Washington	22.2	.0097	37.3	13.3	11.3	14.1	38.1	7.9	97,761	38,185	3,669	4,380	3,149	24,927	2,526
Wharton	40.6	.0178	31.0	11.9	14.7	15.6	28.5	14.2	180,294	46,877	15,162	12,552	5,256	45,531	4,934
Wheeler	7.2	.0031	41.5	7.3	12.8	14.6	41.8	2.8	31,414	7,352	1,081	659	610	8,235	959
Wilbarger	16.0	.0070	40.4	8.5	11.9	15.4	40.2	6.0	57,613	11,516	3.452	6,673	2,618	14,018	1,623
Willacy	17.7	.0078	[illegible]	12.9	12.5	13.8	21.6	4.8	45,795	8,836	1,971	619	870	19,979	1,399
Wilson	17.1	.0075	31.2	11.5	13.7	15.2	29.6	5.6	38,878	8,403	1,662	1,061	1,034	16,619	925
Winkler	10.0	.0044	30.6	10.0	15.3	19.9	23.3	3.4	41,239	13,128	2,600	2,286	2,671	11,468	641
Wood	25.2	.0111	40.6	10.4	11.4	13.8	41.3	9.5	82,792	21,245	4,154	1,894	2,425	21,408	2,549
Yoakum	8.4	.0036	28.4	11.1	17.2	18.7	19.9	2.8	26,108	9,256	849	648	530	7,808	392
Young	19.3	.0085	40.3	8.1	12.8	15.6	39.9	7.5	81,134	20,742	2,650	5,374	2,479	20,105	2,959
Zapata	6.8	.0030	29.5	10.4	13.3	14.2	28.4	2.1	9,814	3,744	1,216		62	544	149
Zavala	11.7	.0051	23.9	13.3	13.3	13.9	20.7	3.1	21,400	8,069	1,687	1,437	730	1,907	1,313
TOTAL METRO COUNTIES	**11,601.7**	**5.0775**	**27.7**	**14.5**	**18.0**	**16.6**	**20.3**	**4,048.7**	**59,385,257**	**11,639,803**	**5,018,337**	**8,259,964**	**2,724,569**	**13,870,487**	**1,780,254**
TOTAL STATE	**14,474.8**	**6.3348**	**28.6**	**13.8**	**17.3**	**16.3**	**22.6**	**5,063.1**	**70,030,240**	**14,436,860**	**5,630,431**	**8,877,094**	**3,047,493**	**16,428,285**	**2,113,644**

What is the difference between 'median' and 'average'?

The column headings under which the data are arranged are carefully chosen to enhance your use of the *Survey*'s information. A helpful explanation of what these column headings mean is provided in a special section titled "Definition of Terms" that appears at the end of Section A.

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
ABILENE	**1,023,330**	**17,053**	**6.4**	**15.3**	**27.2**	**28.7**	**.0629**
Callahan	72,415	12,951	7.5	12.7	21.3	24.4	.0038
Jones	113,316	13,629	7.2	14.3	24.1	22.2	.0067
Taylor	837,599	17,804	6.1	15.7	28.4	30.2	.0524
• Abilene	738,837	18,117	6.0	15.7	28.6	30.9	.0476
SUBURBAN TOTAL	284,493	14,309	7.2	14.3	24.3	23.9	.0153
AMARILLO	**1,499,385**	**20,136**	**4.7**	**12.9**	**29.7**	**35.8**	**.0940**
Potter	795,412	18,045	5.5	14.6	29.3	30.1	.0560
• Amarillo	1,361,180	21,318	4.4	12.0	27.0	40.0	.0890
Randall	703,973	23,016	3.6	10.5	30.4	43.6	.0380
SUBURBAN TOTAL	138,205	16,506	6.6	18.1	45.3	11.6	.0050
AUSTIN	**4,631,803**	**18,476**	**5.8**	**14.4**	**24.9**	**34.5**	**.2573**
Hays	218,657	12,276	9.2	17.9	22.4	18.3	.0137
Travis	4,004,163	20,152	5.3	13.6	25.1	38.5	.2190
• Austin	3,291,268	19,682	5.5	13.9	25.0	37.4	.1908
Williamson	408,983	12,843	7.4	17.5	25.4	17.4	.0246
SUBURBAN TOTAL	1,340,535	16,123	6.5	15.4	24.8	28.4	.0665
BEAUMONT - PORT ARTHUR - ORANGE	**3,207,772**	**21,793**	**4.0**	**10.3**	**26.9**	**40.5**	**.1825**
Hardin	277,801	19,009	4.3	11.4	30.0	30.0	.0166
Jefferson	2,234,249	21,886	4.1	10.6	26.0	41.1	.1284
• Beaumont	1,073,244	20,649	4.6	11.3	23.5	39.9	.0683
• Port Arthur	464,162	18,122	5.1	13.7	30.1	28.8	.0279
Orange	695,722	23,043	3.5	8.9	28.2	43.6	.0375
• Orange	201,720	21,371	4.0	9.3	26.6	39.9	.0140
SUBURBAN TOTAL	1,468,646	23,778	3.2	8.4	28.1	45.6	.0723
BROWNSVILLE - HARLINGEN - SAN BENITO	**950,216**	**11,653**	**8.7**	**17.0**	**21.1**	**18.5**	**.0695**
Cameron	950,216	11,653	8.7	17.0	21.1	18.5	.0695
• Brownsville	358,546	11,048	8.2	16.5	19.6	17.9	.0310
• Harlingen	237,174	13,373	8.1	15.8	23.3	22.0	.0180
• San Benito	71,765	11,250	9.3	19.0	21.6	14.9	.0052
SUBURBAN TOTAL	282,731	11,568	9.5	17.6	21.4	17.7	.0153
BRYAN - COLLEGE STATION	**680,085**	**15,190**	**6.7**	**15.8**	**25.7**	**24.8**	**.0397**
Brazos	680,085	15,190	6.7	15.8	25.7	24.8	.0397
• Bryan	314,186	15,355	6.1	16.3	27.2	24.0	.0204
• College Station	294,852	15,598	8.0	15.8	22.6	29.1	.0163
SUBURBAN TOTAL	71,047	13,120	5.1	13.9	29.1	16.8	.0030
CORPUS CHRISTI	**2,252,767**	**17,971**	**5.6**	**14.2**	**27.1**	**31.8**	**.1358**
Nueces	1,910,628	18,220	5.4	14.1	27.3	32.5	.1139
• Corpus Christi	1,737,391	18,936	5.1	13.6	27.6	34.3	.1035
San Patricio	342,139	16,647	6.6	14.2	25.7	28.5	.0219
SUBURBAN TOTAL	515,376	15,232	7.1	15.8	25.5	25.1	.0323
DALLAS - FORT WORTH	**28,404,977**	**22,409**	**4.0**	**11.4**	**26.6**	**43.1**	**1.5371**
Collin	1,100,671	21,059	4.3	11.7	25.6	39.4	.0567
Dallas	16,491,759	24,022	3.7	10.9	25.2	47.6	.8770
• Dallas	9,737,793	22,013	4.4	12.5	25.2	43.0	.5193
Garland	1,378,373	26,937	2.1	7.5	27.8	57.2	.0656
Grand Prairie	615,092	23,094	3.0	10.5	32.6	43.7	.0289
Irving	1,146,699	26,679	2.4	8.2	27.1	55.5	.0617
Mesquite	584,038	26,174	1.8	6.8	30.8	54.8	.0365
Richardson	920,657	35,086	9	3.7	13.7	78.6	.0502
Denton	1,221,356	20,318	4.8	12.5	26.1	37.8	.0620
Ellis	409,709	17,571	5.4	13.4	25.1	31.6	.0229
Hood	114,639	12,554	7.6	13.4	23.6	20.1	.0070
Johnson	458,673	17,839	4.8	12.6	31.9	27.3	.0265
Kaufman	250,133	15,334	5.6	14.9	26.1	24.9	.0153
Parker	348,643	18,516	4.6	12.9	29.8	30.3	.0194
Rockwall	96,005	15,898	6.0	13.2	24.8	27.8	.0056
Tarrant	7,720,616	21,847	4.0	11.7	28.7	40.9	.4344
Arlington	1,650,873	25,333	2.9	9.2	28.1	51.1	.0960
• Fort Worth	3,311,293	19,118	4.9	13.8	28.3	34.0	.1917
Wise	192,773	18,098	5.4	11.1	27.6	30.7	.0103
SUBURBAN TOTAL	15,355,891	23,438	3.6	10.2	26.9	45.5	.8261
EL PASO	**2,975,949**	**17,157**	**6.0**	**16.3**	**28.6**	**28.4**	**.1857**
El Paso	2,975,949	17,157	6.0	16.3	28.6	28.4	.1857
• El Paso	2,671,173	17,268	6.1	16.1	28.4	28.7	.1708
SUBURBAN TOTAL	304,776	16,135	6.0	18.4	29.6	25.2	.0149
GALVESTON - TEXAS CITY	**1,557,225**	**19,973**	**4.9**	**12.3**	**28.0**	**35.6**	**.0907**
Galveston	1,557,225	19,973	4.9	12.3	28.0	35.6	.0907
• Galveston	472,083	15,473	6.7	15.4	26.1	25.3	.0307
• Texas City	312,007	21,505	3.8	11.6	33.0	36.9	.0197
SUBURBAN TOTAL	773,135	22,599	4.0	10.3	27.2	42.8	.0403
HOUSTON	**28,996,760**	**23,988**	**3.7**	**10.2**	**24.4**	**47.4**	**1.5902**
Brazoria	1,464,001	24,879	3.2	8.7	25.2	49.6	.0771
Fort Bend	760,228	16,149	5.6	15.7	31.4	22.5	.0445
Harris	25,345,386	24,837	3.5	9.9	24.0	49.6	1.3841
Baytown	597,503	26,090	3.0	7.9	23.3	53.1	.0352
• Houston	16,764,499	23,385	3.9	10.9	24.6	46.1	.9517
Pasadena	1,152,521	27,442	2.4	7.9	24.1	58.2	.0613
Liberty	323,964	16,850	5.3	13.0	26.3	28.4	.0198
Montgomery	999,452	19,645	4.3	11.9	27.2	35.1	.0555
Waller	103,729	13,215	6.1	14.1	23.8	20.7	.0092
SUBURBAN TOTAL	12,232,261	24,728	3.3	9.3	24.3	49.3	.6385
HOUSTON - GALVESTON CONSOLIDATED AREA	***30,553,985***	***23,711***	***3.7***	***10.3***	***24.7***	***46.7***	***1.6809***
KILLEEN - TEMPLE	**1,422,418**	**14,987**	**7.2**	**19.4**	**29.3**	**20.7**	**.0808**
Bell	1,093,719	15,159	7.3	19.4	28.8	21.8	.0641
• Killeen	336,073	15,287	8.6	21.4	29.8	21.5	.0227
• Temple	330,496	16,413	6.1	15.3	27.0	27.0	.0217
Coryell	328,699	14,404	6.3	19.7	30.8	16.7	.0167
SUBURBAN TOTAL	755,849	14,330	6.8	20.4	30.0	17.2	.0364
LAREDO	**436,423**	**11,706**	**8.7**	**17.8**	**20.8**	**18.3**	**.0377**
Webb	436,423	11,706	8.7	17.8	20.8	18.3	.0377
• Laredo	392,901	11,598	8.8	18.2	21.0	17.3	.0355
SUBURBAN TOTAL	43,522	13,721	7.6	13.0	18.4	28.6	.0022
LONGVIEW - MARSHALL	**1,137,586**	**17,862**	**5.6**	**12.7**	**25.4**	**32.1**	**.0728**
Gregg	783,499	18,717	5.3	12.1	26.0	33.9	.0524
• Longview	523,637	20,138	4.8	11.4	26.2	37.4	.0369
Harrison	354,087	16,013	6.2	14.0	23.8	28.7	.0204
• Marshall	168,254	15,314	7.0	14.3	25.3	25.6	.0122
SUBURBAN TOTAL	445,695	16,545	5.8	13.4	24.6	29.3	.0237
LUBBOCK	**1,755,658**	**19,445**	**5.4**	**14.5**	**26.9**	**35.8**	**.1069**
Lubbock	1,755,658	19,445	5.4	14.5	26.9	35.8	.1069
• Lubbock	1,493,187	19,919	5.2	13.9	26.8	36.9	.0934
SUBURBAN TOTAL	262,471	17,217	6.9	17.2	27.4	29.7	.0135
McALLEN - PHARR - EDINBURG	**1,245,183**	**11,275**	**8.9**	**17.8**	**19.6**	**18.0**	**.0942**
Hidalgo	1,245,183	11,275	8.9	17.8	19.6	18.0	.0942
• Edinburg	123,579	13,520	7.3	17.1	21.9	23.3	.0086
• McAllen	401,964	14,362	7.7	15.2	19.8	28.5	.0354

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$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
• Pharr	72,049	10,065	9.1	20.5	19.5	10.3	.0086
SUBURBAN TOTAL	647,591	10,276	9.7	18.6	19.1	13.6	.0416
MIDLAND	**854,027**	**23,979**	**3.5**	**10.8**	**25.5**	**47.6**	**.0469**
Midland	854,027	23,979	3.5	10.8	25.5	47.6	.0469
• Midland	718,020	24,489	3.3	10.6	24.8	48.8	.0419
SUBURBAN TOTAL	136,007	21,760	4.5	11.9	28.3	41.9	.0050
ODESSA	**969,842**	**21,221**	**4.1**	**12.2**	**32.1**	**37.5**	**.0621**
Ector	969,842	21,221	4.1	12.2	32.1	37.5	.0621
• Odessa	765,327	21,521	4.1	12.1	31.2	38.7	.0538
SUBURBAN TOTAL	204,515	20,243	3.8	12.6	35.8	33.3	.0083
SAN ANGELO	**599,756**	**15,590**	**7.0**	**16.7**	**27.7**	**24.2**	**.0391**
Tom Green	599,756	15,590	7.0	16.7	27.7	24.2	.0391
• San Angelo	519,519	15,628	6.8	16.3	28.0	24.2	.0359
SUBURBAN TOTAL	80,237	15,359	7.8	18.8	26.6	24.6	.0032
SAN ANTONIO	**7,879,376**	**18,058**	**5.5**	**15.1**	**28.3**	**31.2**	**.4566**
Bexar	7,300,503	18,206	5.5	15.0	28.5	31.5	.4230
• San Antonio	5,517,257	17,514	5.8	15.3	28.2	29.6	.3448
Comal	264,536	17,159	6.0	15.1	30.6	27.1	.0157
Guadalupe	314,337	15,879	6.2	16.5	25.7	27.2	.0179
SUBURBAN TOTAL	2,362,119	19,632	4.7	14.6	29.2	35.7	.1118
SHERMAN - DENISON	**739,492**	**18,611**	**5.4**	**12.5**	**26.9**	**32.9**	**.0409**
Grayson	739,492	18,611	5.4	12.5	26.9	32.9	.0409
• Denison	207,618	18,875	5.4	12.3	26.9	33.9	.0122
• Sherman	285,623	21,654	5.1	11.7	24.7	41.7	.0173
SUBURBAN TOTAL	246,251	16,241	5.7	13.4	29.0	24.7	.0114
TEXARKANA	**769,102**	**14,534**	**6.2**	**16.1**	**29.0**	**19.4**	**.0496**
Bowie	453,063	14,253	6.3	16.7	29.6	17.7	.0301
• Texarkana	193,330	12,987	7.6	16.9	26.4	16.8	.0167
Little River, Ark.	*87,165*	*16,007*	*4.8*	*12.3*	*26.6*	*26.2*	*.0048*
Miller, Ark.	*228,874*	*14,708*	*6.4*	*16.7*	*28.6*	*20.3*	*.0147*
• *Texarkana*	*139,561*	*15,120*	*6.0*	*16.4*	*28.2*	*22.2*	*.0104*
SUBURBAN TOTAL	436,211	15,050	5.6	15.7	30.5	19.7	.0225
TYLER	**1,008,463**	**18,065**	**5.2**	**13.6**	**26.7**	**32.0**	**.0619**
Smith	1,008,463	18,065	5.2	13.6	26.7	32.0	.0619
• Tyler	620,141	19,592	4.9	13.0	26.3	36.7	.0446
SUBURBAN TOTAL	388,322	16,215	5.4	14.2	27.4	26.1	.0173
VICTORIA	**525,201**	**19,635**	**5.1**	**13.2**	**26.4**	**36.0**	**.0342**
Victoria	525,201	19,635	5.1	13.2	26.4	36.0	.0342
• Victoria	406,244	20,419	5.3	13.1	25.2	38.4	.0294
SUBURBAN TOTAL	118,957	17,693	4.7	13.3	30.2	28.6	.0048
WACO	**1,189,402**	**16,168**	**6.3**	**13.9**	**27.2**	**26.0**	**.0740**
McLennan	1,189,402	16,168	6.3	13.9	27.2	26.0	.0740
• Waco	737,320	15,957	6.6	14.2	25.4	27.1	.0504
SUBURBAN TOTAL	452,082	16,464	5.9	13.5	30.0	24.2	.0236
WICHITA FALLS	**1,003,216**	**17,378**	**5.8**	**15.3**	**29.4**	**28.5**	**.0608**
Clay	68,288	15,739	6.6	14.1	25.5	26.8	.0033
Wichita	934,928	17,503	5.7	15.4	29.8	28.6	.0575
• Wichita Falls	731,552	17,559	5.9	15.2	29.2	29.2	.0477
SUBURBAN TOTAL	271,664	16,965	5.7	15.5	30.2	26.6	.0131
OTHER COUNTIES							
Anderson	181,658	11,871	6.5	16.2	25.0	14.9	.0126
Andrews	86,443	18,633	3.4	10.9	41.4	24.5	.0054
Angelina	380,338	15,641	5.4	16.2	32.6	19.8	.0253
Aransas	90,841	12,866	9.6	19.5	24.9	17.4	.0056
Archer	65,158	20,720	4.9	9.7	28.2	37.0	.0031
Armstrong	16,909	19,423	4.5	12.6	26.0	35.6	.0007
Atascosa	133,896	12,663	8.3	16.7	23.9	18.7	.0081
Austin	97,022	11,922	6.9	14.2	24.2	17.8	.0060
Bailey	62,682	16,250	6.2	17.2	21.3	32.9	.0034
Bandera	38,633	11,015	9.7	21.6	20.7	12.3	.0020
Bastrop	120,062	9,828	8.0	15.7	21.0	12.6	.0074
Baylor	35,660	12,750	8.5	13.8	22.6	22.1	.0020
Bee	134,080	13,305	7.5	19.3	26.3	17.2	.0089
Blanco	28,094	10,754	8.7	14.6	22.4	15.5	.0018
Borden	5,131	14,769	10.0	21.0	31.7	17.3	.0001
Bosque	87,454	11,534	7.5	15.8	21.5	17.8	.0049
Brewster	40,647	10,866	9.7	19.9	20.1	14.3	.0030
Briscoe	21,423	16,000	5.8	18.5	25.2	28.9	.0010
Brooks	36,394	9,362	8.6	11.8	18.9	16.7	.0027
Brown	201,511	12,320	8.9	16.3	24.6	17.4	.0132
Burleson	59,129	10,227	7.1	15.5	23.2	12.1	.0037
Burnet	116,675	11,982	8.5	14.9	24.0	18.0	.0068
Caldwell	131,773	13,778	7.2	14.7	24.8	21.8	.0081
Calhoun	131,962	18,295	5.0	14.9	31.7	28.3	.0079
Camp	58,261	12,096	6.9	13.5	21.2	21.3	.0034
Carson	57,415	21,493	4.0	9.5	27.6	39.9	.0028
Cass	163,674	13,092	5.8	15.5	25.5	18.6	.0103
Castro	62,820	15,142	9.3	20.5	25.8	24.6	.0038
Chambers	141,286	19,620	5.4	11.5	24.4	35.7	.0081
Cherokee	253,141	13,555	6.9	14.6	23.5	22.5	.0140
Childress	44,759	12,821	7.5	19.7	23.4	18.2	.0026
Cochran	24,267	13,683	8.4	16.9	25.7	20.3	.0016
Coke	23,115	14,163	8.2	18.8	24.5	22.7	.0013
Coleman	68,417	11,847	7.7	15.7	21.8	18.9	.0040
Collingsworth	26,326	10,281	7.6	16.0	19.9	15.2	.0017
Colorado	134,962	15,747	6.1	13.5	25.5	26.5	.0081
Comanche	74,856	10,978	8.2	16.3	20.2	17.1	.0045
Concho	18,865	12,912	9.5	18.5	20.5	22.9	.0017
Cooke	213,122	17,813	5.0	12.8	26.5	31.3	.0127
Cottle	30,110	17,323	5.7	15.4	22.6	34.6	.0014
Crane	35,413	20,604	4.3	13.0	42.8	29.4	.0018
Crockett	30,061	15,831	7.7	17.5	32.3	21.1	.0020
Crosby	57,280	14,763	7.1	18.2	22.6	26.7	.0029
Culberson	14,958	13,974	8.4	21.2	34.6	11.4	.0011
Dallam	45,020	15,639	6.1	16.4	27.2	25.0	.0034
Dawson	112,630	15,336	7.3	15.6	23.0	27.9	.0067
Deaf Smith	141,212	17,411	5.8	17.4	27.7	30.1	.0082
Delta	20,165	7,157	7.2	16.2	16.8	5.9	.0013
De Witt	111,357	11,393	8.0	15.2	21.0	18.6	.0068
Dickens	25,170	14,211	7.3	13.0	24.5	23.4	.0015
Dimmit	42,890	10,056	10.1	18.5	18.7	13.1	.0032
Donley	29,351	12,400	6.5	13.7	18.0	24.9	.0019
Duval	57,879	12,084	8.1	14.4	23.4	18.6	.0034
Eastland	123,362	11,634	7.6	15.1	23.3	16.7	.0070
Edwards	12,984	11,030	11.4	20.6	13.7	20.2	.0006
Erath	133,818	10,835	7.7	17.0	21.2	14.9	.0088
Falls	99,694	9,638	8.6	15.0	18.7	15.0	.0061
Fannin	136,694	10,799	7.5	14.1	23.5	15.0	.0089
Fayette	120,439	11,085	8.4	15.9	19.6	18.6	.0073
Fisher	41,781	14,385	6.1	13.0	24.5	23.7	.0021
Floyd	68,345	16,130	6.4	17.2	24.1	29.4	.0037
Foard	15,508	11,250	7.8	18.8	19.0	17.2	.0007
Franklin	38,083	9,176	6.5	14.3	20.6	12.6	.0021
Freestone	89,830	11,580	7.0	14.7	19.3	20.8	.0059
Frio	57,033	9,900	10.4	18.0	17.6	13.9	.0042
Gaines	101,068	19,849	5.0	13.8	24.9	36.1	.0051
Garza	36,063	16,382	5.9	15.9	27.6	26.6	.0021
Gillespie	118,502	19,305	5.6	12.8	26.5	34.7	.0061
Glasscock	11,498	20,692	4.0	15.7	26.0	40.0	.0006
Goliad	29,566	12,113	8.2	17.2	22.7	17.5	.0016
Gonzales	98,388	12,163	7.6	16.4	19.4	22.2	.0057
Gray	223,145	20,028	4.6	13.0	28.5	35.8	.0124
Grimes	67,624	9,725	8.0	14.7	18.1	16.2	.0042
Hale	237,559	15,005	7.5	18.2	25.2	24.8	.0154
Hall	30,814	10,587	9.6	16.0	22.9	13.1	.0018
Hamilton	54,685	11,710	8.1	17.6	24.4	15.0	.0030
Hansford	38,959	13,727	10.0	24.0	27.9	17.1	.0027
Hardeman	44,107	14,380	7.0	16.4	25.2	23.1	.0022
Hartley	33,360	21,364	3.9	11.0	24.4	39.1	.0014
Haskell	47,495	12,014	8.3	13.8	23.4	19.1	.0029
Hemphill	32,847	13,679	7.5	13.4	24.9	21.6	.0023
Henderson	288,360	14,011	6.9	14.7	24.0	23.2	.0163
Hill	140,162	10,734	7.7	16.6	21.2	14.9	.0089
Hockley	141,253	15,493	7.3	16.0	27.6	23.7	.0086
Hopkins	16[illegible]64	13,626	7.5	17.0	24.9	20.6	.0098
Houston	108,290	9,948	9.5	16.3	18.5	15.0	.0072
Howard	259,796	18,483	5.0	14.9	30.0	31.7	.0176
Hudspeth	10,465	11,136	12.5	23.4	24.9	8.4	.0006
Hunt	360,877	14,371	6.6	15.8	25.6	22.5	.0211
Hutchinson	227,068	21,064	3.7	9.7	32.7	37.1	.0115
Irion	8,987	14,095	7.0	18.8	25.2	21.0	.0007
Jack	46,919	15,033	5.3	13.3	30.5	19.6	.0027
Jackson	94,152	16,832	4.3	13.2	25.9	28.8	.0053
Jasper	227,634	17,598	6.3	13.1	23.5	32.4	.0135
Jeff Davis	10,587	14,053	7.8	18.4	25.7	21.4	.0005
Jim Hogg	18,254	8,716	8.9	19.3	15.1	9.6	.0013
Jim Wells	218,078	15,591	6.7	15.3	23.4	28.0	.0146
Karnes	88,489	14,591	6.9	14.4	20.6	28.2	.0049
Kendall	66,671	13,403	8.5	16.6	24.0	19.9	.0039
Kenedy	4,096	12,154	10.5	26.5	17.5	18.0	.0002
Kent	5,528	10,750	8.0	15.7	27.5	9.0	.0003
Kerr	224,374	14,725	7.3	19.2	25.0	23.9	.0125
Kimble	21,443	10,697	8.8	19.4	22.4	11.1	.0017
King	2,363	9,100	19.5	12.0	23.5	5.5	.0002
Kinney	7,383	6,036	9.6	10.6	13.1	3.3	.0005

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			A	B	C	D	
Kleberg	194,039	14,845	6.7	17.3	26.7	22.8	.0128
Knox	29,355	11,602	9.4	18.2	25.3	13.2	.0018
Lamar	271,194	13,605	6.4	14.8	23.5	22.4	.0170
Lamb	122,517	14,954	6.6	15.2	24.0	25.8	.0068
Lampasas	69,558	11,935	8.4	18.4	20.3	18.9	.0042
La Salle	20,236	7,452	8.8	13.8	16.9	8.0	.0015
Lavaca	86,685	8,954	7.7	14.7	21.0	10.3	.0060
Lee	70,095	12,685	7.4	14.4	20.9	22.8	.0039
Leon	61,897	11,080	7.1	12.9	20.2	20.2	.0032
Limestone	114,411	10,740	7.6	13.7	20.9	17.6	.0073
Lipscomb	27,915	17,660	5.4	15.3	33.5	25.1	.0014
Live Oak	43,758	9,688	9.1	14.7	24.0	10.0	.0031
Llano	57,925	9,738	9.7	18.1	19.4	11.3	.0036
Loving	1,476	7,333			20.0	20.0	.0001
Lynn	60,823	14,890	8.0	18.3	20.3	29.3	.0029
McCulloch	56,470	11,993	9.0	18.9	23.0	16.3	.0038
McMullen	4,369	12,583	6.3	15.3	29.7	11.3	.0002
Madison	49,456	10,457	6.4	13.0	22.5	15.8	.0037
Marion	41,953	7,500	6.7	16.9	17.2	6.6	.0028
Martin	31,263	15,432	7.8	14.9	22.3	28.7	.0021
Mason	25,839	13,021	7.2	16.5	23.0	20.6	.0013
Matagorda	262,329	16,752	5.1	12.7	25.1	29.5	.0154
Maverick	104,500	9,955	9.4	16.5	20.7	12.5	.0089
Medina	123,627	13,261	7.8	17.6	25.4	19.3	.0075
Menard	13,836	10,656	8.3	17.2	19.1	16.1	.0007
Milam	118,224	10,495	6.8	13.9	22.0	15.7	.0073
Mills	30,285	12,712	6.6	13.9	24.5	18.8	.0015
Mitchell	54,365	13,186	7.7	15.1	25.0	19.6	.0033
Montague	111,211	13,813	6.2	13.3	26.8	19.8	.0067
Moore	143,919	23,098	3.2	8.7	33.9	41.6	.0077
Morris	105,626	16,910	5.0	14.2	27.7	28.2	.0057
Motley	15,787	13,150	9.9	14.7	19.6	25.6	.0008
Nacogdoches	315,084	14,238	6.8	14.5	24.0	23.8	.0189
Navarro	223,368	12,008	6.8	13.9	22.1	20.2	.0145
Newton	82,451	14,761	6.7	16.0	25.2	24.0	.0040
Nolan	129,171	17,803	5.4	12.0	26.6	30.0	.0086
Ochiltree	81,616	19,817	4.2	13.5	33.9	33.4	.0044
Oldham	18,639	21,375	2.6	13.1	31.7	37.6	.0009
Palo Pinto	171,815	16,747	5.5	16.7	30.6	25.8	.0110
Panola	109,216	11,453	6.8	14.5	24.5	15.6	.0069
Parmer	75,681	16,754	6.6	18.5	26.8	29.8	.0039
Pecos	82,140	16,621	6.1	15.5	36.3	21.0	.0058
Polk	125,621	10,187	7.7	17.1	22.4	11.1	.0093
Presidio	27,937	11,763	8.6	16.1	19.0	21.4	.0019
Rains	25,471	8,884	6.3	16.7	18.9	11.2	.0015
Reagan	25,562	19,359	6.3	14.4	44.0	22.1	.0015
Real	12,322	9,545	9.1	19.7	20.6	8.1	.0007
Red River	69,408	8,027	8.0	15.2	17.4	9.5	.0048
Reeves	86,209	15,488	7.2	19.2	28.4	23.3	.0055

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			A	B	C	D	
Refugio	66,397	16,835	6.5	14.8	26.6	28.6	.0036
Roberts	7,548	16,417	5.9	16.8	26.0	28.9	.0004
Robertson	68,144	8,356	7.1	13.7	19.1	11.5	.0045
Runnels	72,041	12,230	7.2	15.5	23.1	18.5	.0044
Rusk	269,905	14,677	6.1	13.7	25.5	23.7	.0149
Sabine	43,483	10,287	7.1	17.0	23.3	10.8	.0030
San Augustine	40,952	10,136	7.9	17.7	21.3	11.5	.0028
San Jacinto	53,183	8,032	7.1	14.8	15.5	12.7	.0029
San Saba	31,361	9,692	8.4	16.0	18.7	14.0	.0019
Schleicher	19,509	17,412	6.1	11.0	23.5	30.1	.0008
Scurry	136,765	18,290	5.7	12.8	28.7	31.0	.0083
Shackelford	33,995	18,682	4.6	10.4	25.6	33.0	.0017
Shelby	142,959	12,317	7.0	16.5	22.7	18.6	.0088
Sherman	28,449	20,595	4.0	12.9	33.3	35.9	.0014
Somervell	28,705	15,200	6.7	12.9	29.2	21.3	.0018
Starr	97,049	9,137	8.6	12.5	18.9	15.2	.0073
Stephens	74,284	14,776	6.8	14.2	23.6	25.9	.0041
Sterling	4,903	9,786	11.8	23.7	17.5	7.3	.0005
Stonewall	18,963	13,692	4.4	16.9	18.1	27.0	.0008
Sutton	32,635	15,415	6.8	13.9	25.3	25.7	.0025
Swisher	63,512	15,906	7.1	19.5	29.0	24.5	.0036
Terrell	13,045	17,647	6.0	10.8	21.2	35.7	.0006
Terry	113,014	18,324	5.1	15.8	23.0	35.9	.0072
Throckmorton	18,079	16,318	6.8	11.7	21.8	31.1	.0008
Titus	166,534	17,269	6.0	13.3	24.0	31.2	.0109
Trinity	46,594	9,792	7.3	18.8	19.6	10.9	.0033
Tyler	87,252	11,446	7.7	14.7	26.6	13.4	.0053
Upshur	178,255	13,863	6.5	15.4	25.4	21.3	.0102
Upton	32,153	18,438	6.0	14.6	35.5	25.2	.0016
Uvalde	119,941	12,701	8.5	16.3	22.1	21.3	.0079
Val Verde	179,369	13,857	8.5	19.0	26.7	18.8	.0121
Van Zandt	176,171	11,936	7.2	14.1	24.9	16.5	.0110
Walker	256,776	14,467	6.9	13.7	22.2	26.4	.0156
Ward	113,868	22,652	3.8	10.8	28.9	41.8	.0061
Washington	131,104	11,992	7.1	14.1	20.6	21.8	.0086
Wharton	298,772	16,917	6.1	12.6	22.8	31.8	.0173
Wheeler	46,520	13,000	7.3	16.7	24.0	19.2	.0029
Wilbarger	94,275	12,278	7.8	19.7	23.8	16.0	.0058
Willacy	68,726	9,742	10.3	16.8	16.8	15.2	.0049
Wilson	89,161	12,497	7.6	16.4	24.9	17.2	.0052
Winkler	71,807	20,276	4.1	13.2	35.3	32.0	.0041
Wood	185,119	15,218	6.5	13.5	21.5	29.1	.0098
Yoakum	66,630	21,789	6.7	14.6	27.7	40.1	.0035
Young	159,796	17,672	6.7	13.1	23.9	32.0	.0086
Zapata	16,461	5,645	8.4	12.8	11.0	2.8	.0013
Zavala	54,759	13,898	7.2	16.1	25.7	21.7	.0032
TOTAL METRO COUNTIES	**97,399,375**	**20,514**	**4.8**	**12.5**	**26.2**	**38.5**	**5.5444**
TOTAL STATE	**115,020,555**	**19,123**	**5.2**	**13.1**	**25.8**	**35.2**	**6.6125**

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UTAH

UTAH S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish / Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
PROVO - OREM	**225.8**	**.0988**	**21.3**	**20.0**	**14.7**	**10.7**	**13.9**	**60.6**	**664,530**	**134,634**	**32,381**	**111,126**	**43,976**	**131,455**	**20,407**
Utah	225.8	.0988	21.3	20.0	14.7	10.7	13.9	60.6	664,530	134,634	32,381	111,126	43,976	131,455	20,407
• Orem	54.2	.0237	18.1	10.4	15.7	12.9	11.2	14.7	311,363	52,473	12,716	86,851	27,116	35,682	8,068
• Provo	75.7	.0331	21.8	37.4	14.7	6.9	11.4	19.9	210,309	44,852	13,514	18,794	12,519	63,925	4,570
SUBURBAN TOTAL	95.9	.0420	21.5	11.6	14.3	12.5	17.4	26.0	142,858	37,309	6,151	5,481	4,341	31,848	7,769
SALT LAKE CITY - OGDEN	**956.5**	**.4188**	**25.2**	**14.1**	**17.9**	**14.8**	**17.6**	**306.2**	**3,754,770**	**727,017**	**211,070**	**64[illegible],509**	**269,129**	**757,720**	**78,286**
Davis	150.8	.0660	23.3	12.3	18.7	16.9	11.5	41.6	425,825	73,860	20,837	51,914	41,942	112,059	7,343
Salt Lake	633.2	.2772	25.5	14.3	18.2	14.2	18.5	207.9	2,656,594	524,110	152,800	465,703	199,146	502,006	52,631
• Salt Lake City	162.1	.0709	28.4	18.1	16.5	11.8	27.4	68.4	1,054,831	146,805	84,909	144,019	122,445	222,417	20,953
Tooele	26.4	.0116	25.9	11.9	17.9	16.3	17.3	8.1	67,820	18,292	4,623	1,809	1,699	14,321	1,659
Weber	146.1	.0640	25.3	15.4	15.9	14.9	19.7	48.6	604,531	110,755	32,810	130,083	26,342	129,334	16,653
• Ogden	63.9	.0280	26.2	17.8	14.4	13.4	24.0	24.0	438,219	70,261	24,083	78,848	16,847	120,648	10,337
SUBURBAN TOTAL	730.5	.3199	24.4	13.0	18.5	15.6	14.8	213.8	2,261,720	509,951	102,078	426,642	129,835	414,655	46,996
OTHER COUNTIES															
Beaver	4.4	.0019	29.5	9.3	13.1	14.5	28.3	1.4	11,596	2,381	987	192		107	422
Box Elder	33.7	.0148	26.7	11.0	16.3	15.4	21.1	10.0	100,186	17,221	8,573	3,910	4,622	26,621	4,154
Cache	58.5	.0256	23.1	20.4	15.7	10.5	18.1	18.1	184,223	36,061	10,092	25,739	13,968	28,807	4,595
Carbon	22.8	.0099	29.5	12.0	11.5	14.9	28.8	7.5	95,216	26,666	5,079	4,528	2,506	19,007	5,093
Daggett	.8	.0004	28.4	7.3	23.6	16.1	18.3	.2	1,721	58	579			50	
Duchesne	13.0	.0057	21.8	8.8	13.7	12.4	19.9	3.6	41,080	14,095	1,472	4,334	1,717	7,832	488
Emery	12.1	.0053	27.4	8.8	13.8	13.7	25.9	3.4	21,661	8,687	1,794	914	316	45	270
Garfield	3.7	.0016	28.5	9.2	14.1	15.2	25.7	1.2	7,951	1,698	993	365	99	1,256	54
Grand	8.4	.0037	26.9	10.5	19.5	18.5	15.6	2.9	42,774	13,302	2,139	1,471	943	4,562	803
Iron	17.8	.0078	22.8	17.9	13.8	12.8	17.9	5.3	82,422	11,898	5,016	3,612	4,719	22,288	2,903
Juab	5.6	.0024	28.3	10.8	14.4	12.6	27.8	1.7	20,110	3,822	1,994	712	330	5,527	220
Kane	4.2	.0018	27.5	7.1	15.0	13.3	25.5	1.3	16,208	2,742	1,211	556	280	843	301
Millard	9.1	.0040	28.8	7.3	12.5	14.1	28.2	2.8	24,938	3,072	1,521	3,706	793	4,523	514
Morgan	5.0	.0022	26.0	10.0	17.0	16.9	17.7	1.4	5,696	1,319	387	1,235	217	502	111
Piute	1.3	.0006	32.5	6.6	15.9	11.2	34.8	.4	1,318	357	111	65	45		
Rich	2.2	.0009	28.3	7.5	17.1	13.1	25.5	.7	4,967	141	154	690	37	40	
San Juan	12.5	.0054	22.1	11.4	17.8	13.2	14.3	3.1	22,418	8,129	841	1,345	122	5,052	402
Sanpete	14.9	.0066	28.8	12.7	11.2	11.5	31.5	4.5	31,312	10,708	1,324	1,300	1,328	5,381	518
Sevier	15.2	.0066	29.0	8.6	12.6	14.1	28.4	4.7	61,037	11,044	3,730	4,421	1,827	11,005	1,699
Summit	10.6	.0046	27.3	10.0	16.8	14.3	22.8	3.5	37,372	6,516	6,206	2,135	330	3,776	1,484
Uintah	21.2	.0093	24.2	9.6	16.2	15.0	17.7	6.2	71,379	13,831	2,732	7,216	4,238	16,245	3,053
Wasatch	8.7	.0038	26.0	9.4	14.7	14.4	22.4	2.7	26,561	5,717	1,766	760	67	6,584	1,028
Washington	27.1	.0119	23.5	13.2	12.1	11.7	23.2	8.1	114,141	19,924	8,221	2,944	5,413	27,195	2,059
Wayne	2.0	.0008	31.0	7.0	11.1	15.0	30.5	.6	7,627	374	725	114	203		
TOTAL METRO COUNTIES	**1,182.3**	**.5176**	**24.2**	**15.1**	**17.3**	**14.0**	**16.9**	**366.8**	**4,419,300**	**861,651**	**243,451**	**760,635**	**313,105**	**889,175**	**98,693**
TOTAL STATE	**1,497.1**	**.6552**	**24.3**	**14.7**	**16.7**	**13.9**	**18.0**	**462.1**	**5,453,214**	**1,081,414**	**311,098**	**832,899**	**357,225**	**1,086,423**	**128,864**

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SALT LAKE
40

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UTAH
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$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
PROVO - OREM	**1,201,868**	**17,416**	**6.3**	**15.5**	**33.0**	**24.9**	**.0736**
Utah	1,201,868	17,416	6.3	15.5	33.0	24.9	.0736
• Orem	308,435	20,156	4.4	13.3	35.0	31.9	.0229
• Provo	414,097	14,867	8.4	18.2	27.4	22.1	.0246
SUBURBAN TOTAL	479,336	17,643	5.7	14.6	36.2	23.0	.0261
SALT LAKE CITY - OGDEN	**6,526,614**	**19,342**	**4.5**	**13.4**	**33.8**	**31.3**	**.3802**
Davis	958,827	21,830	3.3	11.7	38.0	37.8	.0529
Salt Lake	4,450,706	19,149	4.7	13.3	33.0	31.0	.2606
• Salt Lake City	1,364,232	16,324	6.2	15.4	27.3	26.7	.0846
Tooele	160,481	18,214	3.3	15.4	40.1	26.3	.0088
Weber	956,600	18,013	4.9	14.9	33.2	27.7	.0579
• Ogden	431,645	15,805	6.0	16.3	30.0	22.9	.0311
SUBURBAN TOTAL	4,730,737	20,470	3.8	12.4	36.4	33.7	.2645
OTHER COUNTIES							
Beaver	20,670	12,655	4.9	17.6	28.6	12.6	.0013
Box Elder	224,279	20,330	4.2	11.5	30.7	36.1	.0122
Cache	295,521	13,863	7.5	16.9	29.3	16.5	.0190
Carbon	128,684	16,733	5.9	15.1	37.5	19.2	.0085
Daggett	3,954	21,100	.5	13.0	32.5	30.5	.0002
Duchesne	56,940	14,452	6.1	20.7	30.5	17.0	.0040
Emery	58,195	15,566	7.3	14.8	30.4	21.2	.0033
Garfield	21,849	15,480	6.5	18.4	31.7	20.3	.0012
Grand	59,632	19,607	4.5	11.9	39.4	28.9	.0038
Iron	74,762	12,804	7.3	24.6	30.4	8.6	.0061
Juab	22,296	12,456	8.4	24.7	32.7	5.5	.0017
Kane	22,161	15,123	5.5	22.9	34.3	16.4	.0015
Millard	41,583	13,699	6.4	18.7	29.0	14.8	.0028
Morgan	23,556	15,630	4.1	24.1	36.6	17.1	.0011
Piute	3,450	8,458	13.0	30.7	7.3	1.8	.0003
Rich	8,368	9,974	12.0	26.9	13.9	9.1	.0006
San Juan	49,224	13,829	8.0	15.4	28.3	17.5	.0032
Sanpete	53,804	10,113	9.2	24.4	18.1	8.0	.0037
Sevier	73,375	14,120	6.2	17.2	32.2	14.6	.0053
Summit	55,400	15,054	4.6	20.7	36.5	13.8	.0036
Uintah	126,596	19,042	4.6	12.5	35.5	30.0	.0076
Wasatch	39,348	13,436	8.1	23.8	33.1	8.5	.0026
Washington	135,113	13,927	7.3	18.9	27.6	18.1	.0097
Wayne	9,533	14,040	7.2	21.0	30.7	15.3	.0006
TOTAL METRO COUNTIES	**7,728,482**	**19,031**	**4.8**	**13.8**	**33.7**	**30.3**	**.4538**
TOTAL STATE	**9,336,775**	**18,155**	**5.1**	**14.5**	**33.2**	**27.9**	**.5577**

VERMONT

VT.
S&MM ESTIMATES

POPULATION—12/31/80

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)
				18–24 Years	25–34 Years	35–49 Years	50 & Over	
BURLINGTON	**116.7**	**.0511**	**26.6**	**18.8**	**19.8**	**15.8**	**17.6**	**39.5**
Chittenden	116.7	.0511	26.6	18.8	19.8	15.8	17.6	39.5
• Burlington	37.6	.0165	25.3	26.8	15.3	13.9	21.3	13.5
SUBURBAN TOTAL	79.1	.0346	27.0	15.1	21.9	16.7	15.8	26.0
OTHER COUNTIES								
Addison	29.8	.0130	27.3	17.3	16.9	14.9	22.1	9.6
Bennington	33.6	.0147	31.6	11.9	16.7	16.5	27.9	12.2
Caledonia	26.1	.0114	31.2	12.1	15.0	16.4	27.8	9.4
Essex	6.4	.0028	31.0	12.3	15.0	16.4	27.6	2.2
Franklin	35.0	.0153	29.9	11.2	16.5	16.0	25.5	11.8
Grand Isle	4.7	.0021	30.9	9.7	15.6	16.6	27.0	1.7
Lamoille	17.0	.0074	28.8	13.6	18.1	15.0	23.9	6.1
Orange	23.1	.0101	30.2	11.3	16.5	15.6	26.6	8.0
Orleans	23.7	.0104	30.5	10.1	15.3	16.1	27.0	8.3
Rutland	58.8	.0258	31.3	12.4	16.4	16.2	27.8	21.0
Washington	52.8	.0231	30.6	13.0	17.3	16.0	26.3	19.0
Windham	37.3	.0163	31.4	12.0	17.0	16.5	27.4	14.2
Windsor	51.6	.0226	32.5	10.2	16.8	17.2	28.6	19.5
TOTAL METRO COUNTIES	**116.7**	**.0511**	**26.6**	**18.8**	**19.8**	**15.8**	**17.6**	**39.5**
TOTAL STATE	**516.6**	**.2261**	**29.7**	**13.7**	**17.4**	**16.1**	**24.6**	**182.5**

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
BURLINGTON	**490,297**	**97,974**	**48,225**	**77,100**	**23,114**	**53,296**	**8,858**
Chittenden	490,297	97,974	48,225	77,100	23,114	53,296	8,858
• Burlington	211,581	28,837	19,559	49,793	11,079	12,876	3,372
SUBURBAN TOTAL	278,716	69,137	28,666	27,307	12,035	40,420	5,486
OTHER COUNTIES							
Addison	84,301	24,788	6,150	5,095	1,278	10,300	1,762
Bennington	169,942	36,417	14,984	7,824	8,302	18,446	4,022
Caledonia	100,011	23,976	6,587	8,863	4,122	20,202	2,978
Essex	5,573	1,470	878	465	150	171	
Franklin	123,467	30,280	7,069	8,330	7,252	21,514	5,498
Grand Isle	10,382	2,666	410	746	114	2,192	
Lamoille	59,787	16,165	7,257	3,832	2,598	6,101	1,536
Orange	64,733	15,548	3,442	3,367	788	8,236	1,822
Orleans	65,414	17,472	3,080	6,821	1,635	12,818	1,889
Rutland	229,963	48,049	17,676	21,966	6,888	43,840	7,197
Washington	214,525	46,423	17,686	19,582	8,829	36,756	6,166
Windham	174,425	48,073	18,362	3,442	3,860	12,899	3,748
Windsor	205,854	40,506	13,640	4,528	4,040	53,662	4,081
TOTAL METRO COUNTIES	**490,297**	**97,974**	**48,225**	**77,100**	**23,114**	**53,296**	**8,858**
TOTAL STATE	**1,998,674**	**449,807**	**165,446**	**171,961**	**72,970**	**300,433**	**49,557**

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VT.
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EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld EBI	% of Hslds by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BURLINGTON	**873,104**	**19,854**	**4.7**	**14.1**	**31.8**	**33.5**	**.0496**
Chittenden	873,104	19,854	4.7	14.1	31.8	33.5	.0496
• Burlington	272,057	16,864	5.7	16.0	29.5	26.5	.0174
SUBURBAN TOTAL	601,047	21,286	4.1	13.1	33.1	37.2	.0322
OTHER COUNTIES							
Addison	178,906	15,923	6.8	19.2	33.8	20.2	.0102
Bennington	219,686	15,875	6.1	17.6	33.4	19.9	.0143
Caledonia	163,709	15,214	6.7	18.1	32.7	18.2	.0098
Essex	33,803	14,084	6.1	21.6	32.5	13.0	.0016
Franklin	194,099	13,443	8.0	20.8	28.1	15.8	.0123
Grand Isle	25,552	13,529	8.5	23.2	31.1	12.0	.0014
Lamoille	110,663	14,906	6.2	20.1	31.3	18.3	.0065
Orange	138,759	14,861	7.0	19.7	31.8	17.6	.0078
Orleans	140,314	14,309	7.3	20.2	30.1	17.1	.0080
Rutland	388,100	15,784	5.4	18.4	34.1	19.2	.0230
Washington	344,443	15,840	5.8	18.7	33.7	19.6	.0208
Windham	266,863	16,262	5.8	17.2	31.7	22.7	.0159
Windsor	392,401	18,548	4.7	13.0	33.5	28.8	.0217
TOTAL METRO COUNTIES	**873,104**	**19,854**	**4.7**	**14.1**	**31.8**	**33.5**	**.0496**
TOTAL STATE	**3,470,402**	**16,484**	**5.8**	**17.2**	**32.5**	**23.1**	**.2029**

VIRGINIA

VA.
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLOTTESVILLE	**115.2**	**.0503**	**29.9**	**17.2**	**17.9**	**15.5**	**25.3**	**41.3**	**503,311**	**123,127**	**36,547**	**60,253**	**22,977**	**72,975**	**18,112**
Albemarle	51.9	.0227	30.3	13.0	18.8	17.4	23.8	19.3	56,135	16,226	365	2,199	319	14,173	1,091
Charlottesville	45.0	.0197	28.8	24.5	17.7	13.4	25.7	15.8	418,253	94,558	35,323	57,306	22,320	53,442	16,747
Charlottesville	45.0	.0197	28.8	24.5	17.7	13.4	25.7	15.8	418,253	94,558	35,323	57,306	22,320	53,442	16,747
Fluvanna	10.4	.0045	32.8	10.0	13.9	15.7	31.2	3.5	12,716	5,574	457	236	166	2,708	230
Greene	7.9	.0034	29.8	12.8	17.8	15.4	25.3	2.7	16,207	6,769	402	512	172	2,652	44
SUBURBAN TOTAL	115.2	.0503	29.9	17.2	17.9	15.5	25.3	41.3	503,311	123,127	36,547	60,253	22,977	72,975	18,112
DANVILLE	**112.2**	**.0491**	**32.3**	**12.6**	**15.5**	**17.4**	**28.5**	**40.3**	**405,664**	**120,804**	**24,966**	**44,931**	**14,622**	**80,018**	**12,988**
Danville	45.5	.0199	34.4	13.0	14.8	17.6	31.5	17.7	322,723	84,569	21,224	40,714	12,797	61,102	11,042
• Danville	45.5	.0199	34.4	13.0	14.8	17.6	31.5	17.7	322,723	84,569	21,224	40,714	12,797	61,102	11,042
Pittsylvania	66.7	.0292	31.0	12.3	16.1	17.2	26.4	22.6	82,941	36,235	3,742	4,217	1,825	18,916	1,946
SUBURBAN TOTAL	66.7	.0292	31.0	12.3	16.1	17.2	26.4	22.6	82,941	36,235	3,742	4,217	1,825	18,916	1,946
LYNCHBURG	**154.6**	**.0676**	**31.7**	**13.5**	**16.7**	**16.8**	**27.7**	**53.1**	**674,291**	**171,222**	**39,466**	**79,096**	**29,726**	**131,434**	**29,880**
Amherst	29.5	.0129	31.2	13.1	17.8	16.9	26.3	9.2	85,123	29,143	2,288	4,751	2,804	25,252	4,905
Appomattox	12.1	.0053	33.3	10.7	16.5	16.3	30.8	4.1	54,223	15,286	2,029	1,963	857	18,327	2,453
Campbell	46.2	.0202	30.2	11.9	19.9	18.2	22.2	15.2	121,978	29,696	3,093	3,489	8,328	34,992	3,893
Lynchburg	66.8	.0292	33.2	15.3	13.9	15.9	31.6	24.6	412,967	97,097	32,056	68,893	17,737	52,863	18,629
• Lynchburg	66.8	.0292	33.2	15.3	13.9	15.9	31.6	24.6	412,967	97,097	32,056	68,893	17,737	52,863	18,629
SUBURBAN TOTAL	87.8	.0384	30.9	12.1	18.7	17.5	24.8	28.5	261,324	74,125	7,410	10,203	11,989	78,571	11,251
NEWPORT NEWS - HAMPTON	**367.1**	**.1607**	**27.9**	**15.9**	**18.0**	**17.7**	**19.5**	**126.5**	**1,615,517**	**345,782**	**155,510**	**230,388**	**114,513**	**262,496**	**37,547**
Gloucester	20.6	.0090	33.5	10.1	16.0	16.8	30.8	7.4	78,610	28,787	2,271	5,228	4,527	13,405	3,744
Hampton	122.7	.0537	27.7	16.2	19.7	17.9	17.5	42.1	636,310	129,800	47,305	120,095	32,217	84,869	8,141
• Hampton	122.7	.0537	27.7	16.2	19.7	17.9	17.5	42.1	636,310	129,800	47,305	120,095	32,217	84,869	8,141
James City	23.2	.0101	31.3	13.1	18.2	17.9	25.4	7.9	60,880	2,393	1,502	1,661	48,933		
Newport News	145.7	.0638	27.5	15.8	18.6	16.8	19.2	52.3	597,094	135,512	51,651	88,250	17,420	138,506	16,621
• Newport News	145.7	.0638	27.5	15.8	18.6	16.8	19.2	52.3	597,094	135,512	51,651	88,250	17,420	138,506	16,621
Poquoson	9.0	.0039	32.4	9.8	14.6	21.0	25.2	2.9	6,410	2,215	2,122	14	368	893	381
Poquoson	9.0	.0039	32.4	9.8	14.6	21.0	25.2	2.9	6,410	2,215	2,122	14	368	893	381
Williamsburg	9.9	.0044	23.3	50.5	11.9	8.9	16.6	2.9	131,543	26,937	29,292	8,507	4,818	20,525	4,791
Williamsburg	9.9	.0044	23.3	50.5	11.9	8.9	16.6	2.9	131,543	26,937	29,292	8,507	4,818	20,525	4,791
York	36.0	.0158	26.4	12.9	13.4	22.7	15.8	11.0	104,670	20,138	21,367	6,633	6,230	4,298	3,869
SUBURBAN TOTAL	98.7	.0432	29.0	15.8	15.1	18.8	22.1	32.1	382,113	80,470	56,554	22,043	64,876	39,121	12,785

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METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**813.7**	**.3562**	**27.4**	**16.8**	**17.6**	**17.2**	**19.3**	**271.0**	**3,290,220**	**735,811**	**287,791**	**423,191**	**152,957**	**687,408**	**84,956**
Chesapeake	116.2	.0509	29.0	12.0	17.9	18.7	20.6	37.3	436,290	107,976	32,034	17,495	3,344	122,803	14,815
Chesapeake	116.2	.0509	29.0	12.0	17.9	18.7	20.6	37.3	436,290	107,976	32,034	17,495	3,344	122,803	14,815
Norfolk	264.5	.1157	25.7	23.3	16.2	14.4	20.5	87.8	1,149,706	232,457	113,476	185,897	51,812	204,788	25,344
● Norfolk	264.5	.1157	25.7	23.3	16.2	14.4	20.5	87.8	1,149,706	232,457	113,476	185,897	51,812	204,788	25,344
Portsmouth	104.0	.0455	29.9	13.9	15.4	16.5	25.6	36.9	406,244	110,269	28,692	58,117	19,574	84,278	10,701
● Portsmouth	104.0	.0455	29.9	13.9	15.4	16.5	25.6	36.9	406,244	110,269	28,692	58,117	19,574	84,278	10,701
Suffolk	47.8	.0210	31.6	11.1	15.1	17.0	27.8	15.9	145,324	37,267	5,886	12,883	5,365	26,815	6,975
Suffolk	47.8	.0210	31.6	11.1	15.1	17.0	27.8	15.9	145,324	37,267	5,886	12,883	5,365	26,815	6,976
Virginia Beach	269.8	.1181	26.6	14.9	20.5	19.5	13.1	89.0	1,132,229	241,774	106,768	147,238	72,435	248,346	27,084
● Virginia Beach	269.8	.1181	26.6	14.9	20.5	19.5	13.1	89.0	1,132,229	241,774	106,768	147,238	72,435	248,346	27,084
Currituck, N. C.	*11.4*	*.0050*	*35.0*	*9.0*	*12.8*	*15.5*	*34.5*	*4.1*	*20,427*	*6,068*	*935*	*1,561*	*427*	*378*	*37*
SUBURBAN TOTAL	175.4	.0769	29.9	11.6	16.8	18.0	23.4	57.3	602,041	151,311	38.855	31,939	9,136	149,996	21,827
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**129.7**	**.0567**	**29.1**	**16.1**	**17.2**	**16.8**	**23.0**	**42.7**	**499,730**	**119,204**	**30,074**	**67,910**	**21,135**	**95,012**	**20,252**
Colonial Heights	16.6	.0073	31.5	12.7	18.0	20.5	23.2	5.9	64,872	18,783	6,512	4,068	927	12,396	4,514
● Colonial Heights	16.6	.0073	31.5	12.7	18.0	20.5	23.2	5.9	64,872	18,783	6,512	4,068	927	12,396	4,514
Dinwiddie	22.8	.0100	30.4	14.7	17.8	16.4	25.4	6.4	14,470	6,363	367	267	92	1,702	413
Hopewell	23.4	.0102	29.6	14.6	18.1	17.0	23.2	8.6	118,402	38,855	4,688	7,332	4,075	20,699	6,369
● Hopewell	23.4	.0102	29.6	14.6	18.1	17.0	23.2	8.6	118,402	38,855	4,688	7,332	4,075	20,699	6,369
Petersburg	40.8	.0178	31.3	12.7	14.6	16.1	28.4	15.3	292,102	53,892	17,998	55,193	15,559	60,215	8,956
● Petersburg	40.8	.0178	31.3	12.7	14.6	16.1	28.4	15.3	292,102	53,892	17,998	55,193	15,559	60,215	8,956
Prince George	26.1	.0114	24.1	26.3	18.9	15.5	12.3	6.5	9,884	1,311	509	1,050	482		
SUBURBAN TOTAL	48.9	.0214	26.5	20.9	18.4	15.9	18.4	12.9	24,354	7,674	876	1,317	574	1,702	413
RICHMOND	**638.4**	**.2793**	**30.9**	**13.5**	**17.9**	**17.9**	**24.7**	**232.2**	**3,206,039**	**691,291**	**262,806**	**475,808**	**138,819**	**569,994**	**120,306**
Charles City	6.7	.0029	27.4	14.2	15.6	16.8	21.3	2.0	3,142	2,028	24	25			
Chesterfield	146.6	.0641	28.7	12.9	21.2	19.5	17.1	48.0	651,118	177,525	37,555	108,912	24,963	99,564	22,390
Goochland	11.9	.0052	31.1	11.9	17.5	17.2	25.9	3.8	20,596	5,044	492	133	492	4,011	28
Hanover	51.4	.0225	31.4	11.5	17.2	18.8	24.9	16.8	228,533	57,079	22,562	2,867	4,534	29,616	8,378
Henrico	182.5	.0799	31.3	12.4	18.8	19.5	23.6	68.7	1,052,271	233,957	72,398	221,480	55.528	184,002	46,550
New Kent	9.0	.0039	29.7	11.9	16.0	16.2	25.3	3.1	26,271	6,755	591	408		10,615	1,413
Powhatan	13.4	.0059	30.7	11.3	18.3	17.2	25.0	3.7	17,951	6,363	49	91	707	8,115	88
Richmond city	216.9	.0949	32.5	15.4	15.3	15.6	30.6	86.1	1,206,157	202,540	129,135	141,892	52,595	234,071	41,459
● Richmond	216.9	.0949	32.5	15.4	15.3	15.6	30.6	86.1	1,206,157	202,540	129,135	141,892	52,595	234,071	41,459
SUBURBAN TOTAL	421.5	.1844	30.2	12.4	19.3	19.2	21.6	146.1	1,999,882	488,751	133,671	333,916	86,224	335,923	78,847
ROANOKE	**225.7**	**.0990**	**33.1**	**12.4**	**16.3**	**18.0**	**28.9**	**84.7**	**1,196,862**	**262,557**	**85,568**	**179,724**	**56,204**	**209,143**	**35,627**
Botetourt	23.6	.0104	33.5	11.0	15.8	17.9	29.8	8.2	58,767	11,795	1,338	2,651	1,237	11,827	331
Craig	4.0	.0018	34.3	10.5	16.5	15.4	33.5	1.5	4,520	296	39	399		566	198
Roanoke	74.1	.0324	31.4	11.7	19.6	20.9	22.1	25.4	255,838	100,321	29,789	16,386	13,625	12,553	13,927
Roanoke city	99.9	.0438	34.9	12.5	14.0	16.0	33.9	40.8	650,267	98,659	42,565	152,192	34,802	134,975	15,071
● Roanoke	99.9	.0438	34.9	12.5	14.0	16.0	33.9	40.8	650,267	98,659	42,565	152,192	34,802	134,975	15,071
Salem	24.1	.0106	32.1	15.6	17.4	17.7	27.2	8.8	227,470	51,486	11,837	8,096	6,540	49.222	6,100
Salem	24.1	.0106	32.1	15.6	17.4	17.7	27.2	8.8	227,470	51,486	11,837	8,096	6,540	49,222	6,100
SUBURBAN TOTAL	125.8	.0552	32.0	12.3	18.3	19.6	24.9	43.9	546,595	163,898	43,003	27,532	21,402	74,168	20,556

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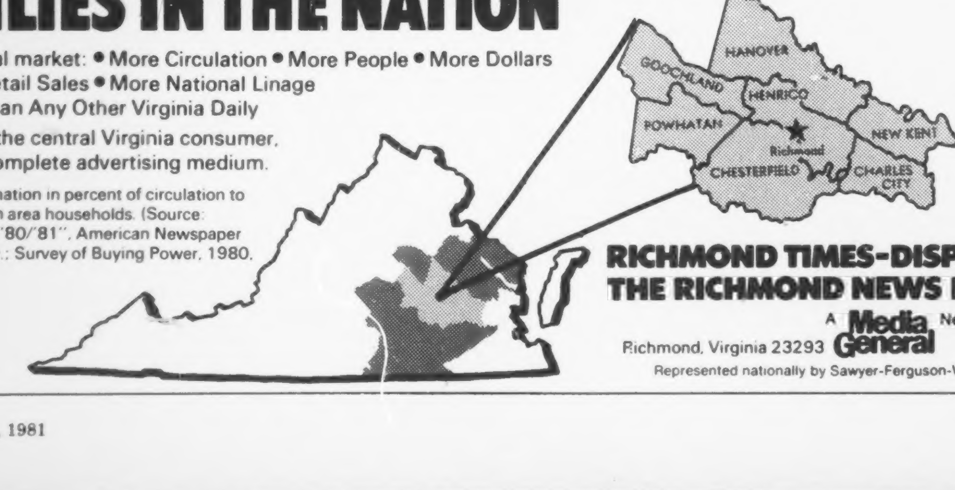
VA. (cont.) S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
OTHER COUNTIES															
Accomack	31.4	.0137	38.3	9.2	12.4	16.5	37.2	11.7	93,768	30,615	6,136	8,342	2,444	8,675	5,122
☐ Alexandria	102.3	.0448	29.3	18.4	22.7	15.1	22.0	49.4	782,978	183,611	74,406	117,409	30,277	179,172	21,038
Alexandria	102.3	.0448	29.3	18.4	22.7	15.1	22.0	49.4	782,978	183,611	74,406	117,409	30,277	179,172	21,038
Alleghany	14.4	.0063	31.6	11.4	18.6	16.5	27.1	4.7	8,503	7,709	317	295		54	
Amelia	8.5	.0037	32.1	10.4	14.4	15.4	30.4	2.8	16,564	6,679	414	327	503	2,036	685
☐ Arlington	150.8	.0660	32.1	17.3	20.4	16.1	28.1	71.7	855,859	175,397	96,769	67,445	31,805	282,318	45,146
Augusta	54.5	.0239	32.3	11.3	17.9	18.0	27.3	18.4	107,536	24,964	6,015	856	2,371	26,562	1,611
Bath	5.9	.0025	35.6	12.8	15.8	15.7	34.9	2.0	14,561	4,103	578	2,830	1,082	248	1,644
Bedford	35.6	.0156	32.4	11.2	16.0	16.4	29.4	12.0	26,233	15,575	1,839	216	216	4,061	428
Bedford city	6.0	.0026	39.7	10.5	13.9	15.6	39.3	2.3	63,228	26,566	1,723	3,051	1,203	9,611	2,747
Bedford	6.0	.0026	39.7	10.5	13.9	15.6	39.3	2.3	63,228	26,566	1,723	3,051	1,203	9,611	2,747
Bland	6.4	.0028	34.3	13.0	15.5	17.1	31.9	2.1	10,670	1,291	358		118	4,673	
☐ Bristol	19.0	.0083	36.0	12.9	13.2	16.7	34.4	7.5	219,396	36,947	12,539	27,225	10,186	37,328	4,911
Bristol	19.0	.0083	36.0	12.9	13.2	16.7	34.4	7.5	219,396	36,947	12,539	27,225	10,186	37,328	4,911
Brunswick	15.6	.0068	30.8	14.2	12.5	16.0	28.7	5.1	36,903	14,069	588	1,762	742	7,989	1,054
Buchanan	38.4	.0168	26.7	13.3	17.7	15.9	19.5	12.1	115,418	25,562	3,778	16,120	5,742	23,415	3,788
Buckingham	11.8	.0052	32.9	11.9	13.6	15.4	31.7	3.9	15,708	5,622	759	1,914		856	91
Buena Vista	6.7	.0030	30.8	15.1	16.5	17.8	25.3	2.3	23,618	7,460	1,172	1,513	553	3,394	834
Buena Vista	6.7	.0030	30.8	15.1	16.5	17.8	25.3	2.3	23,618	7,460	1,172	1,513	553	3,394	834
Caroline	18.2	.0080	30.4	12.4	15.7	16.0	26.8	5.9	39,001	15,821	4,015	728	235	6,055	901
Carroll	27.5	.0120	34.1	11.2	15.5	17.9	30.8	9.7	42,402	15,811	2,021	3,633	1,169	6,801	833
Charlotte	12.2	.0054	33.6	10.3	12.9	16.7	31.5	4.1	19,984	6,707	1 172	1,195	577	3,922	630
Clarke	10.1	.0044	34.2	11.7	15.5	17.5	31.3	3.6	23,365	7,903	1,848	600	728	1,399	516
Clifton Forge	5.0	.0022	37.8	12.2	14.3	15.6	37.4	1.9	27,605	10,392	1,207	1,257	995	4,112	1,754
Clifton Forge	5.0	.0022	37.8	12.2	14.3	15.6	37.4	1.9	27,605	10,392	1,207	1,257	995	4,112	1,754
Covington	9.0	.0040	35.4	12.9	15.0	15.7	34.7	3.5	92,578	15,367	6,535	14,394	3,453	21,989	4,694
Covington	9.0	.0040	35.4	12.9	15.0	15.7	34.7	3.5	92,578	15,367	6,535	14,394	3,453	21,989	4,694
Culpeper	23.0	.0100	32.4	10.9	15.7	16.3	29.6	7.8	80,367	27,986	2,511	9,185	1,860	11,012	5,791
Cumberland	8.0	.0035	33.4	10.2	13.2	15.8	32.1	2.6	10,565	3,070	478	991	322	1,128	51
Dickenson	20.1	.0088	30.1	11.3	14.7	16.1	26.6	6.6	67,954	22,035	1,506	4,778	2,554	19,986	916
Emporia	4.8	.0021	35.8	11.1	14.4	15.7	35.0	1.8	78,876	16,286	7,030	4,296	2,530	17,018	2,372
Emporia	4.8	.0021	35.8	11.1	14.4	15.7	35.0	1.8	78,876	16,286	7,030	4,296	2,530	17,018	2,372
Essex	9.0	.0040	32.9	11.0	14.8	15.7	31.3	3.1	50,204	12,991	4,565	6,995	2,898	9,499	1,943
☐ Fairfax	608.4	.2662	29.4	10.8	19.8	23.3	15.7	212.7	2,822,532	567,115	196,034	513,563	138,839	474,209	129,891
☐ Fairfax city	19.1	.0083	28.9	13.0	19.6	22.6	15.4	6.9	364,309	62,736	28,926	37,247	16,153	109,043	8,935
Fairfax	19.1	.0083	28.9	13.0	19.6	22.6	15.4	6.9	364,309	62,736	28,926	37,247	16,153	109,043	8,935
☐ Falls Church	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Falls Church	9.4	.0041	33.4	11.8	17.4	17.1	30.2	4.3	187,214	22,903	11,383	18,315	13,136	63,745	7,312
Fauquier	36.6	.0160	31.2	11.8	16.1	16.9	27.0	12.0	101,193	27,452	6,844	1,743	2,807	15,378	4,406
Floyd	11.7	.0052	36.6	10.9	14.8	15.6	36.1	4.2	29,029	7,157	859	1,570	1,045	10,148	373
Franklin	36.2	.0159	30.5	14.9	16.2	16.2	26.6	12.2	72,211	27,611	3,022	4,786	2,540	8,714	3,046
Franklin city	7.3	.0032	32.9	11.1	14.2	18.2	28.8	2.6	65,704	20,789	3,349	3,291	3,557	11,166	5,023
Franklin	7.3	.0032	32.9	11.1	14.2	18.2	28.8	2.6	65,704	20,789	3,349	3,291	3,557	11,166	5,023
Frederick	34.9	.0152	31.4	10.9	18.2	19.3	24.1	11.6	29,440	4,518	1,290	4,294	359	6,148	315
Fredericksburg	15.4	.0068	30.7	21.0	13.6	14.4	29.7	6.0	194,282	40,663	18,047	19,248	7,964	11,327	11,045



MORE METRO HOUSEHOLD COVERAGE THAN 93 OF THE TOP 100 COMBINED DAILIES IN THE NATION*

In the total market: • More Circulation • More People • More Dollars
• More Retail Sales • More National Linage
• More Than Any Other Virginia Daily

To reach the central Virginia consumer, use the complete advertising medium.

*7th in the nation in percent of circulation to metropolitan area households. (Source: "Circulation '80/'81", American Newspaper Markets, Inc.; Survey of Buying Power, 1980, S&MM.)

RICHMOND TIMES-DISPATCH
THE RICHMOND NEWS LEADER
A Media General Newspaper
Richmond, Virginia 23293

Represented nationally by Sawyer-Ferguson-Walker Company

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Fredericksburg	15.4	.0068	30.7	21.0	13.6	14.4	29.7	6.0	194,282	40,663	18,047	19,248	7,964	11,327	11,045
Galax	6.5	.0028	36.1	11.2	15.2	17.7	33.6	2.7	77,315	22,189	6,755	9,339	5,149	11,755	3,175
Galax	6.5	.0028	36.1	11.2	15.2	17.7	33.6	2.7	77,315	22,189	6,755	9,339	5,149	11,755	3,175
Giles	17.8	.0078	33.6	11.1	16.1	18.2	29.5	6.3	69,447	24,876	2,795	1,604	1,102	16,686	3,742
Grayson	16.6	.0073	35.5	11.0	15.1	17.2	33.3	6.1	13,644	5,396	580	1,098	1,301	2,550	314
Greensville	11.0	.0048	29.5	11.5	13.4	16.3	26.2	3.3	3,106	109		104			
Halifax	30.4	.0133	31.5	12.0	15.5	15.8	28.8	10.0	22,049	7,058	864	1,657	160	1,761	1,025
Harrisonburg	19.9	.0087	24.9	33.0	11.9	12.8	24.9	6.1	221,465	58,286	17,714	24,166	11,949	24,630	5,576
Harrisonburg	19.9	.0087	24.9	33.0	11.9	12.8	24.9	6.1	221,465	58,286	17,714	24,166	11,949	24,630	5,576
Henry	58.1	.0254	29.9	12.1	20.5	18.6	20.9	20.0	87,325	23,019	6,663	7,055	4,057	12,681	2,372
Highland	3.0	.0014	42.0	7.9	13.0	15.9	41.5	1.1	4,146	1,083	569	259	202	1,252	
Isle of Wight	21.9	.0096	30.3	11.9	16.6	16.4	25.8	7.2	70,383	17,498	4,319	791	1,335	25,024	2,493
King and Queen	6.0	.0027	33.6	11.4	13.8	15.2	32.9	2.1	5,497	1,142	576	411	37	1,175	
King George	10.8	.0047	30.9	11.3	17.1	17.3	25.7	3.6	20,690	9,718	678	161	404	3,538	764
King William	9.4	.0041	33.0	10.1	15.3	16.4	30.5	3.2	32,289	9,309	2,135	2,292	1,037	4,618	1,174
Lancaster	10.2	.0045	40.6	8.7	12.0	15.6	40.3	4.0	40,191	9,078	2,090	641	4,264	7,950	2,047
Lee	26.4	.0115	36.8	10.0	12.1	14.6	37.2	9.1	65,299	23,458	2,881	1,389	984	12,311	1,008
Lexington	7.2	.0032	24.0	41.8	9.9	11.2	22.6	2.2	76,057	19,701	4,462	5,422	1,641	6,228	2,402
Lexington	7.2	.0032	24.0	41.8	9.9	11.2	22.6	2.2	76,057	19,701	4,462	5,422	1,641	6,228	2,402
☐ Loudoun	59.0	.0258	29.8	10.0	21.0	17.4	21.6	19.4	217,093	55,548	17,372	4,203	4,743	34,986	11,996
Louisa	18.1	.0080	32.7	10.1	15.4	15.0	31.4	6.1	40,619	17,388	618	2,306	343	2,950	1,010
Lunenburg	12.2	.0053	34.8	10.4	13.6	16.6	33.1	4.3	28,438	10,029	754	2,038	1,200	4,010	863
Madison	10.3	.0045	33.7	11.3	15.7	15.7	32.3	3.5	16,637	7,552	756	603	266	2,444	442
☐ Manassas	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
Manassas	15.9	.0070	29.1	13.6	24.4	18.8	16.7	5.3	116,768	26,392	4,668	8,017	4,673	22,326	4,002
☐ Manassas Park	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Manassas Park	6.5	.0028	27.8	11.0	23.2	22.0	11.2	1.9	20,549	12,050	810			2,495	367
Martinsville	17.9	.0079	33.0	12.0	15.4	17.9	29.0	6.7	208,737	50,526	11,427	24,514	6,529	46,533	8,125
Martinsville	17.9	.0079	33.0	12.0	15.4	17.9	29.0	6.7	208,737	50,526	11,427	24,514	6,529	46,533	8,125
Mathews	8.1	.0035	45.2	8.2	12.4	15.0	45.2	3.2	25,721	8,513	548	559	742	4,724	2,038
Mecklenburg	29.4	.0129	32.7	11.0	14.4	16.7	29.9	10.3	108,410	33,710	6,434	8,561	2,881	18,807	3,688
Middlesex	7.8	.0034	42.2	8.4	11.4	15.8	41.8	3.0	24,440	9,564	698	805	474	1,744	1,766
Montgomery	64.5	.0282	24.9	29.0	16.9	13.5	19.2	21.4	240,421	61,446	18,534	27,338	9,618	38,857	6,416
Nelson	12.2	.0054	35.0	10.2	13.9	15.7	34.4	4.3	20,478	8,518	2,730	588	738	2,644	209
Northampton	14.7	.0065	38.0	8.4	10.9	16.7	36.6	5.5	57,136	32,799	3,034	2,962	368	3,784	2,033
Northumberland	9.9	.0043	41.7	8.4	11.4	15.5	41.4	3.9	22,994	10,045	699	337	320	2,977	270
Norton	4.8	.0021	33.6	11.9	12.7	16.1	32.1	1.7	66,351	9,703	4,957	890	1,223	22,199	1,103
Norton	4.8	.0021	33.6	11.9	12.7	16.1	32.1	1.7	66,351	9,703	4,957	890	1,223	22,199	1,103
Nottoway	14.7	.0064	35.8	9.8	13.7	16.4	34.5	5.1	50,349	16,601	3,340	2,817	2,771	11,244	2,304
Orange	18.1	.0079	33.9	9.9	14.3	16.2	32.2	6.3	67,997	16,086	2,195	2,044	1,312	12,765	3,175
Page	19.6	.0086	33.6	11.2	16.5	16.6	31.1	7.1	56,224	16,409	8,302	3,410	2,296	9,972	3,633
Patrick	17.7	.0078	32.8	11.6	17.7	16.2	29.8	6.3	31,297	6,314	852	4,086	679	7,786	1,410
Prince Edward	16.6	.0073	27.6	24.2	12.1	12.3	28.7	5.0	75,044	20,905	5,538	5,981	6,542	17,054	3,227
☐ Prince William	148.8	.0651	25.6	11.5	24.5	19.0	8.1	44.9	703,869	154,095	51,492	72,072	25,594	148,292	36,104
Pulaski	35.6	.0155	31.3	13.1	16.8	16.7	27.1	12.6	100,843	28,395	4,277	5,056	3,185	19,895	3,747
Radford	13.3	.0059	24.7	33.6	13.1	13.5	22.1	4.0	78,610	18,605	3,688	9,636	5,485	21,815	2,721
Radford	13.3	.0059	24.7	33.6	13.1	13.5	22.1	4.0	78,610	18,605	3,688	9,636	5,485	21,815	2,721
Rappahannock	6.2	.0027	34.1	11.1	14.9	16.1	32.5	2.2	7,607	1,446	242	609	454	1,036	
Richmond	7.0	.0031	35.8	9.5	14.1	17.5	33.3	2.5	29,337	6,207	2,112	801	2,531	2,404	717
Rockbridge	18.0	.0078	33.1	11.8	16.2	18.3	28.6	6.0	25,918	5,377	322	126	43	431	319
Rockingham	57.7	.0252	30.3	14.6	17.1	16.8	25.2	19.5	70,956	22,757	3,695	2,394	2,560	13,112	3,215
Russell	32.3	.0141	31.2	11.9	15.8	16.6	27.4	11.0	56,242	12,706	1,626	2,097	5,680	14,949	1,068
☐ Scott	25.1	.0109	33.6	12.0	16.6	16.6	31.0	8.8	61,434	22,031	1,503	1,759	2,277	17,731	1,997
Shenandoah	27.9	.0122	35.8	10.4	15.3	16.6	34.3	10.3	90,945	25,761	3,389	3,459	2,116	19,342	2,038
Smyth	33.5	.0147	32.7	11.4	16.6	18.0	28.3	11.6	115,426	43,566	5,884	10,060	3,409	17,704	4,857
Southampton	18.6	.0081	28.5	12.8	14.2	15.4	25.4	5.6	25,217	6,125	749	1,730	1,961	4,096	400
South Boston	7.1	.0031	35.2	10.6	14.5	17.6	32.7	2.6	85,368	25,532	4,019	9,226	5,484	14,554	3,909
South Boston	7.1	.0031	35.2	10.6	14.5	17.6	32.7	2.6	85,368	25,532	4,019	9,226	5,484	14,554	3,909
Spotsylvania	35.9	.0158	29.3	11.1	16.3	16.3	24.4	11.4	137,119	41,004	6,339	23,437	5,949	37,020	918
Stafford	41.7	.0182	27.0	15.9	18.1	17.3	18.2	12.6	29,014	6,572	4,463	425	192	5,096	
Staunton	21.8	.0095	33.7	13.7	15.8	17.7	30.3	8.1	164,947	38,889	8,939	28,899	6,177	35,646	7,902
Staunton	21.8	.0095	33.7	13.7	15.8	17.7	30.3	8.1	164,947	38,889	8,939	28,899	6,177	35,646	7,902
Surry	6.1	.0027	31.6	11.2	15.0	14.1	30.8	2.0	5,076	2,883	795	210	358	122	55
Sussex	10.8	.0047	30.4	12.1	13.7	15.8	27.9	3.6	31,416	7,640	1,870	1,771	526	8,818	1,371
Tazewell	51.3	.0225	31.1	12.2	14.5	16.5	27.8	17.5	270,699	98,826	8,777	18,210	6,772	70,406	4,568
Warren	21.6	.0094	33.7	10.8	16.1	16.4	31.5	8.0	89,162	26,506	6,563	8,385	2,275	14,017	1,716
☐ Washington	47.2	.0207	32.2	12.6	17.4	16.9	28.3	16.1	136,599	31,471	6,881	4,320	3,382	19,885	2,573
Waynesboro	15.2	.0066	31.9	11.7	18.4	18.4	25.9	5.9	102,514	24,695	7,540	9,576	3,705	19,223	5,651
Waynesboro	15.2	.0066	31.9	11.7	18.4	18.4	25.9	5.9	102,514	24,695	7,540	9,576	3,705	19,223	5,651
Westmoreland	14.2	.0062	34.3	10.2	13.2	15.6	33.6	5.2	35,544	12,610	2,603	2,681	504	8,493	1,414
Winchester	20.2	.0088	34.6	13.8	13.5	15.4	34.0	8.2	295,569	53,845	22,405	32,899	11,581	60,033	18,454
Winchester	20.2	.0088	34.6	13.8	13.5	15.4	34.0	8.2	295,569	53,845	22,405	32,899	11,581	60,033	18,454
Wise	44.6	.0195	31.6	12.3	13.7	16.2	29.1	15.0	165,791	48,963	5,072	6,056	4,554	30,487	4,109
Wythe	25.7	.0112	33.1	12.1	15.3	16.8	30.3	9.2	104,897	19,406	9,430	4,093	2,384	22,929	3,732
TOTAL METRO COUNTIES	**3,756.7**	**1.6439**	**29.4**	**14.2**	**18.5**	**18.3**	**21.4**	**1,336.6**	**17,859,807**	**3,914,026**	**1,424,576**	**2,431,315**	**831,591**	**3,499,632**	**633,903**
TOTAL STATE	**5,399.0**	**2.3628**	**30.1**	**13.9**	**17.7**	**17.7**	**23.6**	**1,900.5**	**23,485,690**	**5,513,144**	**1,753,848**	**2,879,589**	**1,031,967**	**4,541,289**	**837,201**

VA.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
CHARLOTTESVILLE	**774,746**	**15,440**	**6.7**	**17.3**	**28.8**	**22.7**	**.0471**
Albemarle	397,760	16,237	6.7	16.5	28.7	25.4	.0172
Charlottesville	297,815	16,432	6.7	16.3	29.3	25.3	.0252
Charlottesville	297,815	16,432	6.7	16.3	29.3	25.3	.0252
Fluvanna	42,942	10,800	6.9	21.4	25.1	6.8	.0025
Greene	36,229	12,129	7.3	22.9	30.4	8.3	.0022
SUBURBAN TOTAL	774,746	15,440	6.7	17.3	28.8	22.7	.0471
DANVILLE	**722,302**	**15,467**	**6.6**	**17.6**	**29.4**	**22.1**	**.0423**
Danville	357,442	17,261	5.9	15.5	28.4	28.3	.0239
● Danville	357,442	17,261	5.9	15.5	28.4	28.3	.0239
Pittsylvania	364,860	14,312	7.2	19.1	30.2	17.3	.0184
SUBURBAN TOTAL	364,860	14,312	7.2	19.1	30.2	17.3	.0184
LYNCHBURG	**962,231**	**15,950**	**6.3**	**16.8**	**30.5**	**22.7**	**.0610**
Amherst	186,597	18,039	5.7	16.3	30.7	28.4	.0104
Appomattox	57,946	12,948	6.5	20.4	31.9	9.8	.0044
Campbell	308,727	19,533	4.4	14.8	33.5	31.6	.0164
Lynchburg	408,961	13,610	7.8	17.6	28.2	17.1	.0298
● Lynchburg	408,961	13,610	7.8	17.6	28.2	17.1	.0298
SUBURBAN TOTAL	553,270	17,953	5.1	16.1	32.4	27.4	.0312
NEWPORT NEWS - HAMPTON	**2,418,395**	**16,410**	**6.3**	**18.3**	**33.4**	**22.1**	**.1491**
Gloucester	111,533	14,065	6.9	16.1	30.9	15.8	.0073
Hampton	836,269	17,585	5.2	17.5	36.3	24.5	.0536
● Hampton	836,269	17,585	5.2	17.5	36.3	24.5	.0536
James City	153,429	17,096	6.7	17.6	34.2	23.9	.0082
Newport News	924,725	14,704	7.6	20.1	31.9	16.9	.0568
● Newport News	924,725	14,704	7.6	20.1	31.9	16.9	.0568
Poquoson	47,893	16,027	5.5	19.1	37.6	16.7	.0023
Poquoson	47,893	16,027	5.5	19.1	37.6	16.7	.0023
Williamsburg	87,193	22,044	4.9	14.6	23.4	43.4	.0074
Williamsburg	87,193	22,044	4.9	14.6	23.4	43.4	.0074
York	257,353	20,241	4.1	15.2	33.0	36.0	.0135
SUBURBAN TOTAL	657,401	17,499	5.6	16.3	32.3	27.3	.0387
NORFOLK - VIRGINIA BEACH - PORTSMOUTH	**5,699,522**	**17,368**	**5.5**	**16.3**	**31.3**	**27.0**	**.3308**
Chesapeake	693,091	17,663	5.4	16.5	37.5	22.9	.0428
Chesapeake	693,091	17,663	5.4	16.5	37.5	22.9	.0428
Norfolk	1,824,470	14,990	6.6	18.1	28.0	22.0	.1092
● Norfolk	1,824,470	14,990	6.6	18.1	28.0	22.0	.1092
Portsmouth	694,028	16,961	5.8	15.2	31.5	25.3	.0410
● Portsmouth	694,028	16,961	5.8	15.2	31.5	25.3	.0410
Suffolk	393,852	20,987	4.8	12.6	23.0	41.0	.0196
Suffolk	393,852	20,987	4.8	12.6	23.0	41.0	.0196
Virginia Beach	2,046,777	19,708	4.2	15.3	33.9	32.8	.1152
● Virginia Beach	2,046,777	19,708	4.2	15.3	33.9	32.8	.1152
Currituck, N. C.	*47,304*	*9,795*	*9.9*	*23.6*	*17.6*	*7.7*	*.0030*
SUBURBAN TOTAL	1,134,247	17,586	5.6	15.9	32.1	26.9	.0654
PETERSBURG - COLONIAL HEIGHTS - HOPEWELL	**854,777**	**16,808**	**5.7**	**17.5**	**32.2**	**24.1**	**.0504**
Colonial Heights	120,100	19,197	5.1	16.9	38.8	27.3	.0068
● Colonial Heights	120,100	19,197	5.1	16.9	38.8	27.3	.0068
Dinwiddie	126,084	17,317	5.6	16.2	32.7	26.0	.0059
Hopewell	181,906	19,520	4.5	13.2	33.9	32.1	.0107
● Hopewell	181,906	19,520	4.5	13.2	33.9	32.1	.0107
Petersburg	246,708	13,478	7.0	19.7	27.8	16.3	.0194
● Petersburg	246,708	13,478	7.0	19.7	27.8	16.3	.0194
Prince George	179,979	18,000	4.8	19.4	34.4	27.4	.0076
SUBURBAN TOTAL	306,063	17,660	5.2	17.8	33.6	26.7	.0135
RICHMOND	**5,392,963**	**20,553**	**4.6**	**13.4**	**30.9**	**36.4**	**.3038**
Charles City	29,255	12,215	7.2	22.2	25.0	12.6	.0014
Chesterfield	1,004,911	19,630	4.0	14.6	40.7	29.3	.0607
Goochland	63,410	12,910	10.4	20.5	25.3	16.1	.0035
Hanover	411,655	22,454	4.1	11.1	28.4	42.5	.0230
Henrico	1,826,985	24,447	3.1	10.2	30.5	48.0	.0989
New Kent	48,623	13,187	7.2	21.5	26.1	16.4	.0029
Powhatan	82,283	20,019	5.0	14.5	29.1	33.3	.0038
Richmond city	1,925,841	18,224	5.7	15.0	27.2	32.1	.1096
● Richmond	1,925,841	18,224	5.7	15.0	27.2	32.1	.1096
SUBURBAN TOTAL	3,467,122	21,687	3.9	12.5	33.2	38.9	.1942
ROANOKE	**1,648,153**	**17,363**	**5.7**	**16.1**	**32.8**	**25.6**	**.1021**
Botetourt	144,461	15,813	5.9	17.0	32.0	20.9	.0079
Craig	16,694	10,296	9.3	23.2	24.3	4.1	.0008
Roanoke	577,481	21,078	3.5	12.9	35.8	35.6	.0303
Roanoke city	718,556	15,242	7.0	17.7	30.8	20.1	.0487
● Roanoke	718,556	15,242	7.0	17.7	30.8	20.1	.0487
Salem	190,961	19,199	5.3	16.0	34.6	30.8	.0144
Salem	190,961	19,199	5.3	16.0	34.6	30.8	.0144
SUBURBAN TOTAL	929,597	19,362	4.5	14.7	34.4	30.8	.0534

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
OTHER COUNTIES							
Accomack	139,388	9,711	9.2	18.8	21.1	8.8	.0096
☐ Alexandria	1,350,197	23,647	3.5	11.2	28.2	46.5	.0706
Alexandria	1,350,197	23,647	3.5	11.2	28.2	46.5	.0706
Alleghany	72,919	14,054	6.4	22.1	32.1	13.4	.0035
Amelia	36,075	10,260	8.6	18.0	20.0	13.1	.0022
☐ Arlington	2,159,032	25,747	2.9	10.6	26.3	51.7	.0993
Augusta	324,190	15,731	6.2	19.0	33.4	19.5	.0169
Bath	32,771	12,277	8.7	20.0	24.2	15.3	.0019
Bedford	169,883	13,335	7.5	20.8	33.6	9.1	.0087
Bedford city	43,197	16,011	5.4	17.5	28.6	25.3	.0036
Bedford	43,197	16,011	5.4	17.5	28.6	25.3	.0036
Bland	19,172	7,647	11.8	23.0	10.9	2.0	.0014
☐ Bristol	95,228	9,663	8.2	18.2	21.8	8.8	.0111
Bristol	95,228	9,663	8.2	18.2	21.8	8.8	.0111
Brunswick	75,501	12,095	10.3	19.0	25.9	13.2	.0045
Buchanan	242,419	18,044	5.0	13.8	29.0	30.8	.0137
Buckingham	45,474	9,646	9.0	21.0	20.0	7.3	.0028
Buena Vista	36,418	14,960	7.7	21.0	33.4	16.5	.0024
Buena Vista	36,418	14,960	7.7	21.0	33.4	16.5	.0024
Caroline	114,948	17,268	4.6	15.1	32.1	26.3	.0059
Carroll	146,076	13,035	8.0	20.1	29.5	12.9	.0078
Charlotte	55,034	10,886	9.2	19.3	22.4	12.1	.0033
Clarke	70,505	14,705	8.8	18.1	28.8	20.3	.0037
Clifton Forge	32,755	15,284	6.8	17.6	29.1	22.0	.0022
Clifton Forge	32,755	15,284	6.8	17.6	29.1	22.0	.0022
Covington	50,520	13,822	6.4	23.1	34.7	9.7	.0051
Covington	50,520	13,822	6.4	23.1	34.7	9.7	.0051
Culpeper	130,477	14,345	7.7	20.8	29.8	17.4	.0081
Cumberland	31,268	9,814	10.2	20.3	20.7	8.0	.0019
Dickenson	78,126	10,250	8.7	16.6	26.2	8.1	.0061
Emporia	29,141	13,979	8.3	15.2	26.6	20.5	.0036
Emporia	29,141	13,979	8.3	15.2	26.6	20.5	.0036
Essex	40,378	11,109	10.4	23.5	22.5	9.9	.0035
☐ Fairfax	7,600,122	33,319	1.6	5.6	18.3	69.3	.3503
☐ Fairfax city	249,584	33,732	1.4	4.1	20.2	69.9	.0198
Fairfax	249,584	33,732	1.4	4.1	20.2	69.9	.0198
☐ Falls Church	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Falls Church	128,717	26,430	2.0	8.8	26.5	53.4	.0102
Fauquier	251,858	16,793	6.1	16.8	27.6	28.2	.0132
Floyd	61,803	12,458	6.6	18.7	29.3	11.2	.0037
Franklin	206,873	14,756	7.2	19.1	31.4	17.7	.0112
Franklin city	53,492	15,576	8.3	18.1	21.9	29.9	.0041
Franklin	53,492	15,576	8.3	18.1	21.9	29.9	.0041
Frederick	244,255	19,358	4.7	14.3	33.3	31.7	.0106
Fredericksburg	116,082	16,192	5.9	17.9	27.8	26.3	.0106
Fredericksburg	116,082	16,192	5.9	17.9	27.8	26.3	.0106
Galax	40,388	12,645	8.7	21.0	29.6	9.8	.0040
Galax	40,388	12,645	8.7	21.0	29.6	9.8	.0040
Giles	79,011	11,328	10.8	27.9	25.3	5.5	.0059
Grayson	79,147	11,676	9.9	23.6	27.3	7.6	.0040
Greensville	41,115	11,364	8.4	21.6	27.7	7.0	.0023
Halifax	142,096	12,143	7.8	19.0	26.8	12.7	.0072
Harrisonburg	108,885	14,278	7.3	16.1	27.6	20.6	.0116
Harrisonburg	108,885	14,278	7.3	16.1	27.6	20.6	.0116
Henry	335,505	15,870	6.7	22.4	38.4	15.3	.0170
Highland	11,903	7,833	5.3	18.2	20.2	5.8	.0007
Isle of Wight	102,096	13,033	7.5	20.1	31.2	10.4	.0070
King and Queen	38,818	14,618	6.9	15.8	23.0	25.7	.0018
King George	81,024	19,622	4.3	11.3	30.7	35.4	.0037
King William	58,863	16,263	5.8	16.2	30.2	23.4	.0035
Lancaster	61,394	11,679	8.6	16.4	23.8	15.5	.0039
Lee	97,187	7,861	9.0	16.0	17.1	7.2	.0070
Lexington	39,705	13,986	6.9	16.8	24.6	22.4	.0041
Lexington	39,705	13,986	6.9	16.8	24.6	22.4	.0041
☐ Loudoun	529,919	25,177	3.2	9.8	23.3	50.4	.0264
Louisa	112,129	15,158	6.8	16.6	27.4	23.1	.0060
Lunenburg	60,750	11,198	9.6	21.4	22.9	11.4	.0037
Madison	45,316	10,473	9.4	18.7	24.3	9.0	.0027
☐ Manassas	173,536	29,252	2.2	6.9	21.5	63.0	.0099
Manassas	173,536	29,252	2.2	6.9	21.5	63.0	.0099
☐ Manassas Park	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Manassas Park	52,187	25,802	1.1	4.9	35.8	53.4	.0027
Martinsville	141,132	18,765	5.8	15.8	33.9	28.6	.0120
Martinsville	141,132	18,765	5.8	15.8	33.9	28.6	.0120
Mathews	53,643	13,421	7.1	18.6	26.4	17.5	.0029
Mecklenburg	134,573	11,200	8.9	19.9	24.4	10.7	.0098
Middlesex	38,953	10,526	6.9	20.1	23.2	8.7	.0024

S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Montgomery	356,418	13,684	7.5	21.7	29.0	15.3	.0229
Nelson	43,585	8,335	10.4	18.6	18.5	4.3	.0030
Northampton	62,684	8,743	10.3	18.5	16.9	8.3	.0048
Northumberland	54,354	10,611	8.3	16.4	21.9	13.7	.0030
Norton	31,534	14,981	6.2	13.2	25.2	24.7	.0034
Norton	31,534	14,981	6.2	13.2	25.2	24.7	.0034
Nottoway	76,621	13,206	7.0	18.1	28.6	15.1	.0050
Orange	95,009	12,952	7.5	19.8	27.9	14.2	.0063
Page	96,995	11,980	8.1	23.2	26.2	10.0	.0061
Patrick	86,662	12,894	7.6	21.6	32.5	8.8	.0050
Prince Edward	72,089	10,844	8.3	19.6	23.3	10.7	.0059
☐ Prince William	1,340,215	27,864	2.2	7.8	24.4	58.7	.0717
Pulaski	218,645	15,602	6.2	19.8	34.4	18.0	.0122
Radford	82,555	18,566	5.7	14.5	31.2	29.3	.0059
Radford	82,555	18,566	5.7	14.5	31.2	29.3	.0059
Rappahannock	34,133	12,877	6.3	16.1	25.4	18.3	.0017
Richmond	38,124	13,232	7.2	16.6	27.5	16.7	.0025
Rockbridge	91,965	13,390	6.5	21.7	29.4	14.0	.0050
Rockingham	344,428	15,549	6.8	19.5	34.6	17.7	.0167
Russell	137,183	10,882	8.5	18.8	26.5	8.2	.0083
☐ Scott	121,283	12,264	6.8	16.9	28.9	11.9	.0075
Shenandoah	149,028	13,145	8.7	21.0	30.1	11.7	.0093
Smyth	146,142	11,342	11.1	25.0	25.7	6.6	.0107
Southampton	88,070	12,143	9.4	17.7	24.1	16.9	.0048
South Boston	44,671	14,300	8.0	17.7	26.1	21.5	.0046
South Boston	44,671	14,300	8.0	17.7	26.1	21.5	.0046
Spotsylvania	203,003	15,977	6.0	18.2	30.8	22.8	.0131
Stafford	280,499	19,398	3.6	13.4	34.5	32.3	.0122
Staunton	135,181	14,600	6.8	21.2	32.3	15.9	.0107
Staunton	135,181	14,600	6.8	21.2	32.3	15.9	.0107
Surry	32,516	14,111	7.2	18.3	29.4	17.0	.0016
Sussex	68,476	15,126	6.7	16.2	26.3	24.2	.0038
Tazewell	309,441	15,123	7.0	15.8	28.2	22.2	.0214
Warren	142,533	15,746	6.2	18.9	32.7	20.4	.0087
☐ Washington	266,439	14,409	6.8	18.0	28.8	18.9	.0156
Waynesboro	125,044	19,561	4.8	15.3	34.2	32.0	.0081
Waynesboro	125,044	19,561	4.8	15.3	34.2	32.0	.0081
Westmoreland	62,063	9,576	9.4	19.6	19.1	9.4	.0040
Winchester	152,503	15,397	5.8	19.3	28.2	23.1	.0152
Winchester	152,503	15,397	5.8	19.3	28.2	23.1	.0152
Wise	252,333	14,271	6.7	15.3	26.5	21.3	.0159
Wythe	160,271	15,353	6.8	17.8	30.7	20.5	.0099
TOTAL METRO COUNTIES	**32,492,244**	**20,546**	**4.5**	**13.4**	**28.5**	**37.9**	**1.7787**
TOTAL STATE	**41,621,633**	**18,280**	**5.4**	**15.0**	**28.5**	**31.7**	**2.3494**

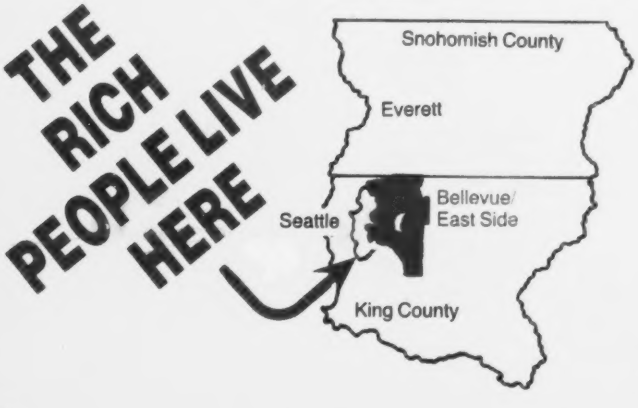
WASHINGTON

WASH.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
BELLINGHAM	**108.7**	**.0476**	**29.4**	**17.0**	**16.2**	**14.4**	**26.5**	**40.8**	**505,284**	**90,760**	**63,184**	**73,227**	**24,358**	**88,493**	**18,526**
Whatcom	108.7	.0476	29.4	17.0	16.2	14.4	26.5	40.8	505,284	90,760	63,184	73,227	24,358	88,493	18,526
• Bellingham	46.3	.0203	27.0	22.2	11.2	13.8	27.3	18.8	341,195	54,251	42,493	68,812	15,962	48,363	13,188
SUBURBAN TOTAL	62.4	.0273	30.3	13.1	19.9	14.8	25.9	22.0	164,089	36,509	20,691	4,415	8,396	40,130	5,338
BREMERTON	**150.3**	**.0657**	**30.1**	**13.8**	**17.1**	**16.3**	**25.3**	**54.3**	**545,883**	**148,537**	**49,295**	**56,933**	**21,520**	**83,808**	**42,399**
Kitsap	150.3	.0657	30.1	13.8	17.1	16.3	25.3	54.3	545,883	148,537	49,295	56,933	21,520	83,808	42,399
• Bremerton	36.2	.0158	28.4	20.5	16.9	14.3	24.5	14.0	329,172	70,778	29,543	54,811	16,157	56,777	27,622
SUBURBAN TOTAL	114.1	.0499	30.7	11.6	17.3	16.9	25.6	40.3	216,711	77,759	19,752	2,122	5,363	27,031	14,777
OLYMPIA	**128.2**	**.0561**	**30.1**	**11.5**	**17.4**	**16.9**	**24.6**	**48.4**	**500,387**	**132,045**	**52,620**	**51,320**	**32,379**	**80,226**	**22,547**
Thurston	128.2	.0561	30.1	11.5	17.4	16.9	24.6	48.4	500,387	132,045	52,620	51,320	32,379	80,226	22,547
• Olympia	27.7	.0121	32.5	11.9	15.8	15.5	30.6	12.0	264,956	64,373	26,785	14,507	20,297	67,816	3,895
SUBURBAN TOTAL	100.5	.0440	29.6	11.4	18.0	17.2	23.0	36.4	235,431	67,672	25,835	36,813	12,082	12,410	18,652
RICHLAND - KENNEWICK - PASCO	**149.1**	**.0653**	**29.2**	**10.3**	**17.5**	**18.1**	**21.8**	**53.2**	**833,041**	**194,984**	**74,204**	**103,608**	**32,412**	**135,133**	**52,188**
Benton	113.2	.0496	29.7	9.9	18.1	18.3	22.1	40.8	666,461	157,913	56,859	82,170	26,971	95,379	43,812
• Kennewick	35.6	.0156	29.6	11.2	18.0	17.3	23.1	13.4	483,514	105,890	38,097	78,812	21,699	66,322	26,944
• Richland	34.1	.0149	29.6	9.9	19.1	17.9	21.8	12.5	136,030	37,635	16,359	3,163	4,720	15,865	15,868
Franklin	35.9	.0157	27.5	11.7	15.4	17.6	20.9	12.4	166,580	37,071	17,345	21,438	5,441	39,754	8,376
• Pasco	18.3	.0080	29.2	12.1	14.8	16.4	25.1	7.1	142,981	30,834	15,067	16,211	5,264	37,585	6,645
SUBURBAN TOTAL	61.1	.0268	28.7	9.5	17.1	19.2	20.1	20.2	70,516	20,625	4,681	5,422	729	15,361	2,731
SEATTLE - EVERETT	**1,621.6**	**.7097**	**30.4**	**13.6**	**20.8**	**17.6**	**22.8**	**630.8**	**8,670,204**	**1,797,291**	**1,066,845**	**1,107,302**	**440,560**	**1,382,475**	**318,790**
King	1,278.6	.5596	30.7	14.0	20.6	17.6	23.5	506.7	7,099,529	1,444,752	903,649	886,874	353,882	1,077,572	265,728
Bellevue	74.9	.0328	29.0	9.9	23.1	23.0	13.1	26.8	782,724	139,841	75,930	79,676	40,468	134,497	20,669



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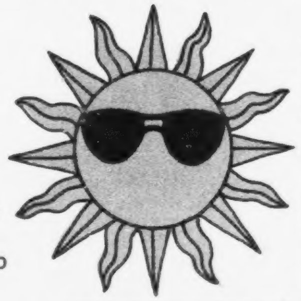

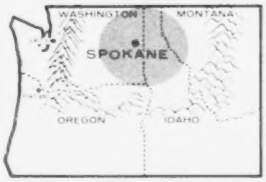

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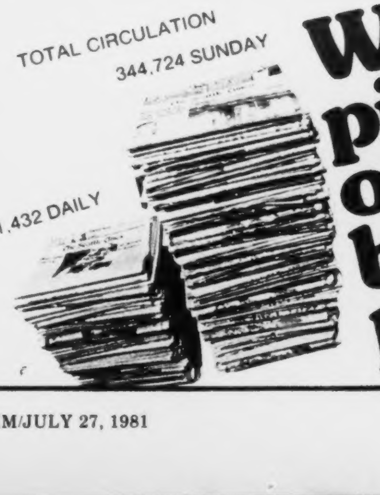
WASH. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80 Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	RETAIL SALES BY STORE GROUP 1980 Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
• Seattle	491.0	.2149	33.2	16.7	17.9	15.5	31.4	226.1	3,007,940	512,734	467,127	384,348	129,387	481,231	105,558
Snohomish	343.0	.1501	29.3	11.9	21.4	17.7	20.1	124.1	1,570,675	352,539	163,196	220,428	86,678	304,903	53,062
• Everett	54.5	.0239	31.8	14.2	17.1	16.3	28.3	22.8	502,509	120,603	47,731	112,719	22,110	79,925	9,166
SUBURBAN TOTAL	1,076.1	.4709	29.3	12.1	22.2	18.6	18.7	381.9	5,159,755	1,163,954	551,987	610,235	289,063	821,319	204,066
SEATTLE-TACOMA CONSOLIDATED AREA	***2,115.0***	***.9256***	***29.8***	***14.2***	***18.8***	***17.3***	***22.6***	***809.9***	***10,550,786***	***2,187,720***	***1,245,721***	***1,383,844***	***532,009***	***1,732,993***	***383,524***
SPOKANE	**346.6**	**.1517**	**30.2**	**13.5**	**16.3**	**16.0**	**26.2**	**131.6**	**1,516,871**	**321,431**	**149,808**	**217,629**	**83,431**	**260,152**	**56,449**
Spokane	346.6	.1517	30.2	13.5	16.3	16.0	26.2	131.6	1,516,871	321,431	149,808	217,629	83,431	260,152	56,449
• Spokane	171.3	.0750	32.4	13.2	14.2	15.5	30.8	72.4	973,277	175,069	99,831	186,164	50,814	161,147	34,742
SUBURBAN TOTAL	175.3	.0767	28.5	13.8	18.2	16.5	21.7	59.2	543,594	146,362	49,977	31,465	32,617	99,005	21,707



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Once again, The Seattle Times is number one in Seattle's total circulation, leading the competition by the biggest margin ever.

During the six months ending March 31, our daily circulation lead increased by 11,831 to 75,470. Our Sunday lead increased 7,168 to a towering 132,848.

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The Seattle Times

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Source: The Seattle Times research department analysis of A.B.C. Publishers' Statements for six months ended March 31, 1981

WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA / County / City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	% of Population by Age Group 25–34 Years	% of Population by Age Group 35–49 Years	% of Population by Age Group 50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
TACOMA	**493.4**	**.2159**	**27.9**	**16.4**	**16.6**	**16.5**	**21.8**	**179.1**	**1,889,582**	**390,429**	**178,876**	**276,542**	**91,529**	**350,485**	**64,734**
Pierce	493.4	.2159	27.9	16.4	16.6	16.5	21.8	179.1	1,889,582	390,429	178,876	276,542	91,529	350,485	64,734
• Tacoma	159.4	.0698	31.6	11.8	14.9	16.4	28.6	65.7	958,387	130,117	87,386	220,919	43,874	217,271	28,670
SUBURBAN TOTAL	334.0	.1461	26.4	18.6	17.4	16.6	18.5	113.4	931,195	260,312	91,490	55,623	47,655	133,214	36,064
YAKIMA	**175.0**	**.0766**	**30.6**	**10.9**	**15.6**	**15.7**	**27.4**	**62.7**	**719,343**	**160,573**	**67,409**	**89,204**	**32,434**	**135,660**	**27,085**
Yakima	175.0	.0766	30.6	10.9	15.6	15.7	27.4	62.7	719,343	160,573	67,409	89,204	32,434	135,660	27,085
• Yakima	50.2	.0220	32.5	12.4	15.1	14.6	31.5	20.4	440,656	95,720	45,691	64,708	21,892	78,980	10,584
SUBURBAN TOTAL	124.8	.0546	29.8	10.3	16.1	16.1	25.6	42.3	278,687	64,853	21,718	24,496	10,542	56,680	16,501
OTHER COUNTIES															
Adams	13.4	.0059	28.1	9.9	16.7	17.3	21.2	4.6	43,571	12,512	7,427	1,000	887	4,356	4,473
Asotin	17.1	.0074	32.9	9.2	15.2	16.4	30.3	6.6	34,695	11,243	3,984	53	2,181	2,968	3,883
Chelan	45.4	.0199	33.9	10.9	15.2	16.9	31.4	18.1	228.082	49,663	22,233	25,981	6,654	39,323	10,026
Clallam	53.0	.0231	32.3	10.1	15.6	15.7	30.1	20.8	235,741	65,427	27,845	12,980	8,702	30,744	16,400
☐ Clark	197.5	.0865	29.7	11.4	18.9	16.3	23.7	71.3	616,674	146,104	74,974	88,528	19,684	93,266	26,941
Vancouver	42.9	.0188	31.3	13.3	17.2	15.0	28.6	18.4	236,834	39,797	38,872	22,312	13,780	43,782	8,086
Columbia	4.1	.0018	36.8	8.1	14.6	16.3	35.6	1.6	7,710	2,686	949	374	224	901	465
Cowlitz	80.5	.0352	30.0	11.8	16.2	16.7	24.2	30.2	324,787	74,016	30,934	51,870	12,390	62,865	12,449
Douglas	22.6	.0099	31.3	9.7	17.9	18.1	25.3	8.3	79,985	27,441	4,582	9,066	3,275	7,283	9,389
Ferry	6.0	.0026	29.3	9.5	17.5	15.3	24.8	2.0	10,103	3,922	891	705	97	1,587	183

SEATTLE
TACOMA

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SEA-TAC Retailers Agree. . .

1980 Sea-Tac Retailers Lineage Shown in inches

	TNT	TIMES	P-I
J. C. PENNEY	161,947	189,968	29,557
FRED MEYER	154,654	99,998	14,938
SEARS	146,718	71,504	95,963
K-MART	102,040	38,515	43,654
THE BON	72,739	181,505	67,878
SAFEWAY	47,462	39,581	29,539
PAY 'N SAVE DRUG	46,442	51,040	19,397
ERNST	42,916	36,684	1,987
FREDERICK & NELSON	29,412	79,364	65,549
JAFCO	24,736	28,725	20,493
TOTALS (26 Accounts)	**940,243** (39.0%)	**984,182** (40.8%)	**485,830** (20.2%)

Consolidated
Statistical Area

SEA
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SEATTLE-TACOMA

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Tacoma, Washington 98411
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WASH. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
Garfield	2.5	.0011	35.9	5.8	13.9	18.9	32.2	1.0	3,416	1,172	222	40	70	504	153
Grant	49.1	.0215	28.5	10.7	16.3	17.7	21.7	17.6	185,814	57,345	18,469	4,324	6,476	28,500	12,738
Grays Harbor	67.0	.0293	31.9	11.1	16.3	16.0	28.8	25.7	358,832	96,313	38,313	23,178	18,560	58,193	7,654
Island	45.4	.0199	27.3	14.9	18.6	14.0	21.7	16.5	107,179	29,930	10,139	3,228	4,998	19,990	1,231
Jefferson	16.4	.0072	35.0	9.2	14.4	15.9	34.1	6.6	57,744	13,824	10,168	592	1,056	5,210	2,329
Kittitas	24.9	.0109	26.0	26.9	16.2	12.2	23.2	9.6	102,613	22,272	12,802	4,545	2,643	11,172	1,106
Klickitat	16.1	.0071	31.8	8.5	15.9	15.7	29.3	5.9	29,042	5,194	2,899	477	103	7,394	1,268
Lewis	56.2	.0246	32.5	9.9	15.0	15.7	30.6	20.8	248,717	56,520	23,458	40,055	12,832	33,580	12,367
Lincoln	9.6	.0042	37.5	7.0	15.0	16.4	36.4	3.7	20,882	6,849	2,772	238	130	1,678	1,106
Mason	32.0	.0140	32.8	10.6	15.7	16.1	30.5	12.3	105,887	35,884	10,621	2,657	3,744	13,540	2,177
Okanogan	31.0	.0135	32.5	8.8	15.0	17.4	28.8	11.6	111,545	37,305	8,995	4,727	3,036	17,432	3,466
Pacific	17.4	.0077	35.7	9.8	13.8	14.8	35.8	7.1	53,151	16,050	8,582	4,334	1,182	3,562	1,842
Pend Oreille	8.8	.0038	33.8	6.9	14.1	15.8	32.4	3.1	14,271	4,213	1,976	331	208	3,618	516
San Juan	8.1	.0036	45.5	6.6	13.9	13.6	45.9	3.5	26,393	9,962	4,028	187	173	206	1,063
Skagit	65.2	.0285	32.3	10.5	16.6	16.2	29.2	25.1	313,208	72,022	28,383	8,021	12,165	55,764	21,325
Skamania	8.1	.0036	31.2	9.0	18.0	15.9	27.3	2.9	7,750	3,033	875		31	528	755
Stevens	30.0	.0131	32.7	7.3	14.9	16.0	30.6	10.2	94,544	25,742	10,084	5,612	4,316	14,038	2,253
Wahkiakum	3.8	.0017	32.9	9.3	16.5	15.7	30.8	1.4	4,229	888	783	560	66		383
Walla Walla	47.9	.0209	31.6	15.7	15.2	15.7	29.0	17.3	169,060	36,272	18,453	18,897	11,048	30,192	13,212
Whitman	40.3	.0176	24.4	32.8	16.6	11.5	19.0	13.5	83,860	25,780	9,666	352	3,413	14,811	3,122
TOTAL METRO COUNTIES	**3,370.4**	**1.4751**	**29.9**	**13.6**	**18.8**	**16.9**	**23.6**	**1,272.2**	**15,797,269**	**3,382,154**	**1,777,215**	**2,064,293**	**778,307**	**2,609,698**	**629,659**
TOTAL STATE	**4,192.3**	**1.8347**	**30.1**	**13.3**	**18.3**	**16.7**	**24.4**	**1,579.8**	**18,860,080**	**4,185,634**	**2,097,748**	**2,288,677**	**898,967**	**3,079,637**	**776,993**

WASH.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
BELLINGHAM	**862,840**	**19,088**	**4.9**	**11.2**	**28.2**	**32.5**	**.0490**
Whatcom	862,840	19,088	4.9	11.2	28.2	32.5	.0490
• Bellingham	377,230	17,439	5.3	11.5	26.7	29.2	.0251
SUBURBAN TOTAL	485,610	20,386	4.4	10.9	29.5	35.2	.0239
BREMERTON	**1,390,037**	**23,794**	**3.9**	**9.1**	**24.7**	**46.6**	**.0684**
Kitsap	1,390,037	23,794	3.9	9.1	24.7	46.6	.0684
• Bremerton	344,036	21,195	4.4	10.4	24.6	40.3	.0229
SUBURBAN TOTAL	1,046,001	24,568	3.7	8.7	24.8	48.7	.0455
OLYMPIA	**1,223,325**	**23,092**	**4.1**	**10.2**	**24.8**	**45.2**	**.0605**
Thurston	1,223,325	23,092	4.1	10.2	24.8	45.2	.0605
• Olympia	314,891	22,891	4.9	11.4	20.2	46.1	.0193
SUBURBAN TOTAL	908,434	23,136	3.9	9.8	26.4	44.8	.0412
RICHLAND - KENNEWICK - PASCO	**1,310,279**	**23,192**	**4.2**	**10.1**	**27.0**	**44.5**	**.0750**
Benton	993,196	23,087	4.2	10.1	28.1	43.8	.0580
• Kennewick	324,100	22,928	4.5	10.3	27.1	43.7	.0271
• Richland	330,925	24,951	3.7	8.5	27.2	49.9	.0163
Franklin	317,083	23,684	4.1	10.0	23.3	47.0	.0170
• Pasco	178,061	22,815	4.1	10.9	21.9	45.2	.0110

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
SUBURBAN TOTAL	477,193	22,339	4.3	10.6	28.7	41.4	.0206
SEATTLE - EVERETT	**15,080,513**	**21,807**	**3.9**	**10.9**	**29.7**	**40.0**	**.8269**
King	12,404,606	22,236	4.0	10.7	28.2	41.7	.6744
Bellevue	878,865	30,906	2.0	5.7	19.9	66.6	.0551
• Seattle	4,948,060	18,904	5.2	13.2	27.7	33.2	.2728
Snohomish	2,675,907	20,451	3.7	11.5	36.0	33.0	.1525
• Everett	438,929	17,523	5.0	13.1	32.3	25.8	.0325
SUBURBAN TOTAL	9,693,524	23,452	3.1	9.3	30.8	44.8	.5216
SEATTLE-TACOMA CONSOLIDATED AREA	***19,224,862***	***21,322***	***4.1***	***11.3***	***29.8***	***38.5***	***1.0430***
SPOKANE	**2,831,298**	**18,995**	**5.2**	**12.0**	**27.3**	**33.6**	**.1555**
Spokane	2,831,298	18,995	5.2	12.0	27.3	33.6	.1555
• Spokane	1,469,950	17,345	5.7	12.7	26.1	30.1	.0857
SUBURBAN TOTAL	1,361,348	20,776	4.6	11.1	29.0	37.7	.0698
TACOMA	**4,144,349**	**19,608**	**4.7**	**12.8**	**30.4**	**33.5**	**.2161**
Pierce	4,144,349	19,608	4.7	12.8	30.4	33.5	.2161
• Tacoma	1,305,061	17,609	5.2	13.1	29.4	28.2	.0797
SUBURBAN TOTAL	2,839,288	20,690	4.5	12.6	30.9	36.6	.1364

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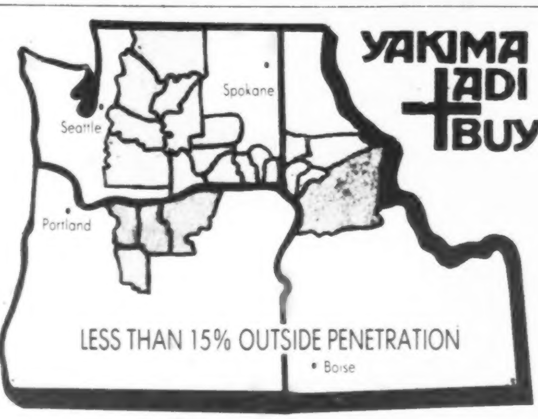

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• LEWISTON MORNING TRIBUNE • WENATCHEE WORLD

WASH. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over A	B	C	D	Buying Power Index
YAKIMA	**1,167,168**	**16,189**	**6.4**	**13.9**	**26.2**	**27.0**	**.0699**
Yakima	1,167,168	16,189	6.4	13.9	26.2	27.0	.0699
• Yakima	379,232	15,578	6.9	12.9	24.4	26.9	.0285
SUBURBAN TOTAL	787,936	16,427	6.2	14.3	27.1	27.0	.0414
OTHER COUNTIES							
Adams	101,227	19,441	5.1	14.9	30.9	35.1	.0053
Asotin	124,753	16,930	5.7	13.6	28.3	27.0	.0060
Chelan	380,392	18,147	5.7	13.5	26.5	32.0	.0215
Clallam	450,674	19,478	4.6	12.4	28.0	34.1	.0244
☐ Clark	1,649,678	21,602	4.0	10.3	29.8	39.4	.0819
Vancouver	403,934	19,805	4.7	11.5	28.1	35.4	.0222
Columbia	30,740	16,125	5.5	14.0	28.8	25.1	.0014
Cowlitz	617,473	19,685	4.5	11.8	34.1	30.5	.0342
Douglas	208,487	23,491	4.0	9.4	26.5	45.0	.0102
Ferry	33,469	15,532	6.0	15.5	32.2	19.1	.0018
Garfield	18,446	16,641	3.8	14.7	29.1	27.5	.0008
Grant	400,416	20,391	4.8	12.7	27.1	37.3	.0212
Grays Harbor	545,799	19,364	4.6	11.1	28.3	34.1	.0320
Island	355,763	18,232	6.0	15.4	28.9	30.6	.0171
Jefferson	127,232	18,261	5.7	12.0	33.3	26.4	.0067
Kittitas	184,218	15,735	6.4	14.6	27.5	24.4	.0105
Klickitat	133,746	20,089	4.9	12.3	32.2	33.7	.0060
Lewis	392,297	17,405	5.1	11.9	30.1	26.7	.0235
Lincoln	75,867	18,408	5.6	14.4	30.1	31.0	.0035
Mason	273,888	19,963	5.2	11.1	29.7	35.2	.0136
Okanogan	230,286	17,040	5.8	13.1	27.5	28.4	.0126
Pacific	118,262	14,536	6.5	15.1	28.9	19.8	.0064
Pend Oreille	52,986	15,787	5.6	12.0	28.8	23.5	.0026
San Juan	60,645	14,079	7.3	14.6	28.8	18.3	.0033
Skagit	539,070	19,208	5.2	11.5	29.3	32.9	.0302
Skamania	70,450	24,548	3.3	8.2	23.4	48.9	.0030
Stevens	192,201	15,482	6.5	14.7	25.4	26.1	.0109
Wahkiakum	25,544	16,273	6.5	12.7	34.4	20.7	.0012
Walla Walla	473,299	22,928	5.3	10.2	21.1	45.6	.0224
Whitman	311,849	18,454	6.3	14.3	28.3	31.8	.0147
TOTAL METRO COUNTIES	**29,659,487**	**21,041**	**4.3**	**11.3**	**28.8**	**38.2**	**1.6032**
TOTAL STATE	**36,188,966**	**20,600**	**4.5**	**11.6**	**28.8**	**37.0**	**1.9502**

WEST VIRGINIA

W.VA.
S&MM ESTIMATES

POPULATION—12/31/80 | RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
CHARLESTON	**270.8**	**.1185**	**30.9**	**11.7**	**17.6**	**17.2**	**25.5**	**101.0**	**1,405,636**	**292,265**	**94,822**	**222,171**	**56,891**	**350,990**	**44,147**
Kanawha	231.7	.1014	31.1	11.8	17.2	17.2	26.0	87.6	1,296,242	263,047	92,579	214,449	55,256	325,169	41,102
• Charleston	63.5	.0278	33.7	11.8	15.4	16.4	31.6	26.7	631,143	95,729	41,367	161,815	19,616	145,076	18,186
Putnam	39.1	.0171	29.8	11.0	19.8	17.1	22.6	13.4	109,394	29,218	2,243	7,722	1,635	25,821	3,045
SUBURBAN TOTAL	207.3	.0907	30.1	11.7	18.2	17.4	23.7	74.3	774,493	196,536	53,455	60,356	37,275	205,914	25,961
HUNTINGTON - ASHLAND	**313.3**	**.1370**	**30.9**	**12.4**	**16.8**	**16.8**	**26.2**	**112.5**	**1,237,658**	**309,549**	**78,182**	**176,336**	**68,831**	**200,421**	**44,298**
Cabell	106.8	.0467	31.4	14.4	16.4	15.6	28.4	40.6	555,785	134,032	43,297	77,546	28,309	96,329	23,443
• Huntington	62.8	.0275	32.8	15.7	14.4	15.3	31.6	25.7	403,391	88,475	32,804	56,426	24,670	78,413	18,322
Wayne	46.7	.0204	30.1	11.5	17.9	16.7	24.6	16.0	111,284	33,420	4,704	3,301	4,834	16,693	3,628
Boyd, Ky.	*55.8*	*.0244*	*31.5*	*11.5*	*16.6*	*18.0*	*26.2*	*20.3*	*288,922*	*60,079*	*14,693*	*67,091*	*16,271*	*41,418*	*8,202*
• Ashland	*26.9*	*.0118*	*34.8*	*9.9*	*14.8*	*18.5*	*31.2*	*10.6*	*261,001*	*55,005*	*12,843*	*63,346*	*14,096*	*38,362*	*7,309*
Greenup, Ky.	*39.6*	*.0173*	*29.6*	*11.4*	*18.2*	*18.4*	*21.7*	*13.2*	*73 621*	*29,742*	*4,253*	*3,473*	*2,786*	*11,622*	*1,610*
Lawrence, Ohio	*64.4*	*.0282*	*30.8*	*11.1*	*16.4*	*16.7*	*26.5*	*22.4*	*208,046*	*52,276*	*11,235*	*24,925*	*16,631*	*34,359*	*7,415*
SUBURBAN TOTAL	223.6	.0977	30.0	11.7	18.0	17.0	24.1	76.2	573,266	166,069	32,535	56,564	30,065	83,646	18,667
PARKERSBURG - MARIETTA	**164.2**	**.0719**	**30.5**	**12.2**	**18.2**	**15.7**	**26.1**	**58.9**	**778,304**	**182,717**	**52,068**	**137,249**	**29,614**	**137,948**	**22,315**
Wirt	5.0	.0022	32.6	9.7	16.4	13.0	33.1	1.7	7,089	1,072	186	418	17	1,321	

W.VA. (cont.)
S&MM ESTIMATES

METRO AREA County City	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Wood	94.3	.0413	30.3	11.8	19.6	15.8	25.0	34.4	513,956	105,760	30,709	110,124	19,292	106,711	12,422
• Parkersburg	39.7	.0174	32.0	12.5	17.3	15.2	29.6	15.8	345,773	85,199	19,694	45,071	9,116	95,064	9,693
Washington, Ohio	*64.9*	*.0284*	*30.6*	*12.9*	*16.4*	*15.8*	*27.0*	*22.8*	*257,259*	*75,885*	*21,173*	*26,707*	*10,305*	*29,916*	*9,893*
• Marietta	*16.5*	*.0072*	*31.7*	*19.4*	*11.5*	*14.9*	*31.3*	*6.1*	*146,803*	*39,310*	*13,794*	*21,854*	*6,572*	*14,539*	*6,974*
SUBURBAN TOTAL	108.0	.0473	29.9	11.0	19.6	16.0	24.0	37.0	285,728	58,208	18,580	70,324	13,926	28,345	5,648
STEUBENVILLE - WEIRTON	**162.6**	**.0711**	**32.4**	**11.5**	**15.4**	**17.3**	**28.7**	**58.0**	**583,595**	**156,947**	**44,345**	**92,955**	**23,835**	**82,507**	**20,957**
Brooke	31.1	.0136	31.7	12.1	16.8	17.6	26.9	10.7	78,764	20,538	8,237	2,077	4,533	20,158	4,471
Hancock	40.3	.0176	31.1	10.8	16.9	17.9	25.5	14.4	149,475	49,768	10,947	23,213	4,870	19,650	5,621
• Weirton	24.4	.0107	32.3	10.5	15.4	18.7	27.1	8.8	149,217	41,390	10,144	23,186	5,649	27,603	6,096
Jefferson, Ohio	*91.2*	*.0399*	*33.4*	*11.5*	*14.3*	*17.0*	*30.7*	*32.9*	*355,356*	*86,641*	*25,161*	*67,665*	*14,432*	*42,699*	*10,865*
• Steubenville	*26.1*	*.0114*	*37.1*	*13.7*	*12.2*	*15.5*	*36.6*	*10.2*	*221,478*	*35,784*	*13,505*	*54,628*	*11,730*	*26,518*	*8,481*
SUBURBAN TOTAL	112.1	.0490	31.7	11.2	16.1	17.5	27.2	39.0	212,900	79,773	20,696	15,141	6,456	28,386	6,380
WHEELING	**185.8**	**.0814**	**33.7**	**11.9**	**14.4**	**16.0**	**32.2**	**68.2**	**786,252**	**188,650**	**74,095**	**112,614**	**43,030**	**137,826**	**23,805**
Marshall	41.9	.0184	31.5	11.5	17.1	16.6	27.5	14.6	161,145	45,228	10,505	33,489	8,190	26,756	5,334
Ohio	61.2	.0268	33.3	13.9	14.0	15.5	32.1	23.0	326,179	48,093	31,318	44,742	29,716	68,925	10,383
• Wheeling	42.6	.0186	35.6	11.6	13.1	16.1	34.5	16.9	301,960	45,908	27,816	44,464	27,554	63,828	10,383
Belmont, Ohio	*82.7*	*.0362*	*35.6*	*10.7*	*13.4*	*16.0*	*34.6*	*30.6*	*298,928*	*95,329*	*32,272*	*34,383*	*5,124*	*42,145*	*8,088*
SUBURBAN TOTAL	143.2	.0628	33.3	12.0	14.8	16.0	31.4	51.3	484,292	142,742	46,279	68,150	15,476	73,998	13,422
OTHER COUNTIES															
Barbour	16.8	.0074	32.0	12.7	14.5	13.5	32.1	5.8	35,252	10,236	2,275	1,034	1,166	6,482	1,056
Berkeley	47.6	.0208	31.0	11.3	17.4	16.0	27.0	16.9	152,212	45,779	9,572	14,933	3,816	27,953	6,883
Boone	30.9	.0135	29.1	11.1	14.8	15.5	25.7	10.4	89,954	31,680	3,343	9,318	4,855	12,529	2,737
Braxton	14.0	.0062	33.5	10.2	13.9	14.0	33.9	5.0	40,946	13,154	1,650	2,226	1,036	7,802	1,215
Calhoun	8.4	.0037	32.1	10.2	14.1	14.0	32.0	3.0	19,997	6,677	685	1,823	461	3,154	828
Clay	11.4	.0050	29.4	9.7	14.3	13.6	28.3	3.8	15,130	6,918	509	1,629	142	1,568	167
Doddridge	7.5	.0033	34.8	9.3	13.3	14.1	35.6	2.6	8,457	3,146	253	454	917	449	293
Fayette	58.6	.0256	31.6	11.6	11.4	14.8	31.4	20.3	189,690	51,782	8,290	11,358	7,727	44,046	8,828
Gilmer	8.4	.0037	29.2	19.0	13.6	12.6	29.5	2.9	13,787	5,753	800	881	256	2,621	611
Grant	10.3	.0045	30.9	10.9	17.4	15.1	27.8	3.6	23,750	7,361	1,801	876	469	3,641	320
Greenbrier	38.1	.0167	32.7	10.7	15.4	15.6	30.8	13.8	155,462	42,449	6,925	15,639	2,972	34,916	4,849
Hampshire	15.1	.0066	31.4	10.8	15.2	15.8	28.8	5.3	32,015	7,330	1,262	1,669	1,129	7,209	1,119
Hardy	10.1	.0044	32.6	10.9	15.5	15.7	30.6	3.6	28,295	11,717	1,107	576	415	4,151	
Harrison	78.1	.0342	33.2	11.0	15.3	15.8	31.5	28.8	318,128	76,886	21,919	27,695	15,551	89,482	10,268
Jackson	26.2	.0115	30.4	9.1	19.4	18.5	22.7	8.9	91,381	28,805	2,543	6,103	1,367	13,204	4,194
Jefferson	31.1	.0136	28.9	16.5	17.8	14.6	24.6	10.3	75,302	19,854	9,215	1,021	3,633	11,281	7,606
Lewis	19.0	.0083	34.0	10.0	15.1	14.4	34.1	6.8	56,955	18,268	3,533	5,784	3,258	8,179	2,102
Lincoln	24.1	.0105	28.7	11.0	16.1	14.1	25.8	7.8	40,951	13,759	1,452	2,891	420	12,095	716

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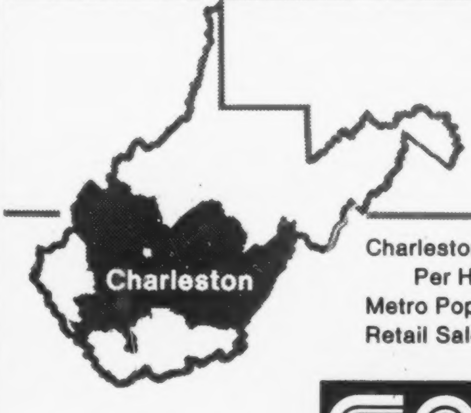

Charleston CSI
Per Household $22,283
Metro Population 258,900
Retail Sales $1,098,000,000
Source: SRDS

CIRCULATION
MORNING/EVENING 111,343 Sunday 105,942
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W.VA. (cont.)

S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
Logan	51.0	.0224	28.1	10.7	13.6	16.5	24.2	16.6	203,318	60,389	6,838	18,499	7,341	36,914	7,471
McDowell	49.8	.0218	27.7	11.0	12.9	14.9	25.7	16.2	144,059	45,366	5,969	9,167	6,173	29,397	2,838
Marion	66.2	.0289	33.0	12.7	15.1	15.6	31.3	24.7	324,886	76,352	15,618	81,231	12,827	51,642	9,446
Mason	27.[illegible]	.0119	30.4	10.8	18.0	16.9	24.8	9.6	67,683	18,501	2,633	5,140	1,614	15,486	3,598
Mercer	74.8	.0328	30.9	13.1	14.6	15.5	28.6	27.0	339,438	82,223	23,622	37,484	17,645	67,687	10,331
☐ Mineral	27.6	.0120	30.7	12.2	17.4	15.5	27.0	9.6	49,174	11,991	3,188	5,563	2,128	8,816	1,230
Mingo	37.8	.0166	27.0	11.1	13.3	15.0	24.4	12.1	185,334	61,025	3,443	12,578	15,823	39,278	6,002
Monongalia	76.2	.0333	26.2	24.9	17.1	13.0	22.0	27.8	296,391	70,597	21,085	41,437	17,341	33,907	11,891
Monroe	13.1	.0058	33.3	10.6	15.3	15.0	32.5	4.5	18,120	4,130	157	1,597	1,011	4,804	1,092
Morgan	10.9	.0047	32.2	10.8	16.4	16.4	29.0	3.9	17,700	2,664	2,235	107	1,158	1,176	1,330
Nicholas	28.6	.0125	29.7	10.2	15.5	15.8	26.0	9.7	123,462	33,929	4,309	16,258	1,553	26,690	2,227
Pendleton	8.0	.0035	34.1	10.0	14.8	15.2	33.5	2.9	17,744	6,108	1,201	1,558	166	5,081	
Pleasants	8.3	.0037	31.1	11.9	16.8	15.5	28.0	2.8	19,292	5,861	820	282	179	6,426	629
Pocahontas	10.0	.0043	36.2	8.7	14.5	14.5	36.6	3.6	24,696	8,424	1,018	811	167	7,435	646
Preston	30.9	.0136	31.1	10.7	15.7	15.0	28.9	10.5	72,510	19,007	2,196	5,208	1,290	20,585	2,340
Raleigh	88.2	.0386	30.9	11.1	13.8	15.6	28.7	30.9	459,465	112,855	17,181	67,516	23,183	93,331	14,133
Randolph	29.1	.0127	30.9	12.8	16.1	13.8	29.5	9.9	125,635	30,650	5,670	16,946	3,060	28,704	4,970
Ritchie	11.6	.0051	33.8	9.7	15.2	13.0	35.2	4.2	24,158	7,805	414	1,148	1,029	8,539	899
Roane	16.2	.0071	33.7	9.8	14.7	14.8	33.2	5.6	36,465	11,365	1,635	2,562	287	9,201	2,701
Summers	16.0	.0070	31.6	15.7	11.9	14.3	31.6	5.4	33,701	12,832	2,774	2,334	1,412	5,105	735
Taylor	16.8	.0073	33.3	9.7	15.2	15.2	32.3	5.9	40,362	12,089	3,237	3,515	1,736	6,230	1,749
Tucker	8.8	.0039	33.8	9.5	15.9	13.7	34.4	3.2	17,059	6,747	1,447	403	270	3,064	549
Tyler	11.4	.0050	32.2	9.8	17.3	15.1	30.1	4.0	23,534	6,238	873	1,479	36	5,146	594
Upshur	23.8	.0104	29.0	16.5	14.7	13.2	28.1	8.2	79,134	22,519	5,069	8,873	2,002	17,812	2,084
Webster	12.5	.0055	30.7	10.0	14.3	13.6	30.2	4.3	31,274	6,491	936	3,724	555	5,813	824
Wetzel	22.0	.0096	31.1	10.4	17.8	15.9	27.1	7.7	90,033	29,362	5,460	11,007	3,832	14,746	3,933
Wyoming	36.5	.0160	26.4	12.1	15.7	16.5	20.0	11.7	99,225	34,142	1,580	10,358	4,125	21,961	1,749
TOTAL METRO COUNTIES	**725.7**	**.3175**	**31.1**	**12.2**	**17.4**	**16.5**	**26.7**	**266.0**	**3,358,487**	**742,167**	**237,913**	**522,644**	**158,780**	**716,349**	**110,679**
TOTAL STATE	**1,967.2**	**.8610**	**30.8**	**12.3**	**15.9**	**15.7**	**27.6**	**698.5**	**7,660,829**	**1,931,392**	**452,467**	**990,276**	**334,185**	**1,573,271**	**259,232**

W.VA.

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
CHARLESTON	**2,343,260**	**21,010**	**4.4**	**10.9**	**26.1**	**39.1**	**.1317**
Kanawha	2,091,477	21,644	4.4	10.7	24.6	41.2	.1180
• Charleston	686,158	21,450	4.7	11.0	20.4	43.1	.0441
Putnam	251,783	18,222	4.5	11.9	35.7	25.3	.0137
SUBURBAN TOTAL	1,657,102	20 906	4.3	10.8	28.2	37.6	.0876
HUNTINGTON - ASHLAND	**2,133,253**	**16,528**	**5.8**	**14.0**	**28.6**	**26.0**	**.1249**
Cabell	831,965	17,406	5.8	12.9	26.2	30.6	.0497
• Huntington	518,613	16,261	6.2	13.3	24.1	29.4	.0323
Wayne	283,934	15,622	6.4	13.7	27.7	24.0	.0154
Boyd, Ky.	*425,744*	*18,953*	*5.2*	*12.5*	*27.9*	*32.4*	*.0256*
• *Ashland*	*226,266*	*18,977*	*5.3*	*12.4*	*25.0*	*34.3*	*.0167*
Greenup, Ky.	*252,096*	*17,694*	*5.2*	*13.3*	*32.5*	*26.2*	*.0127*
Lawrence, Ohio	*339,514*	*13,711*	*6.1*	*18.2*	*31.8*	*13.1*	*.0215*
SUBURBAN TOTAL	1,388,374	16,355	5.7	14.5	30.6	23.7	.0759
PARKERSBURG - MARIETTA	**1,222,883**	**19,120**	**4.3**	**12.4**	**31.1**	**31.7**	**.0723**
Wirt	23,771	11,280	7.6	15.3	26.6	12.5	.0014
Wood	766,738	20,718	4.1	10.4	30.1	37.1	.0453
• Parkersburg	345,677	19,738	4.9	11.4	28.2	35.1	.0237
Washington, Ohio	*432,374*	*17,330*	*4.5*	*15.2*	*33.1*	*24.9*	*.0256*
• *Marietta*	*121,447*	*16,549*	*4.9*	*15.2*	*27.3*	*27.7*	*.0094*
SUBURBAN TOTAL	755,759	19,247	4.0	12.4	33.1	30.8	.0392
STEUBENVILLE - WEIRTON	**1,344,631**	**22,250**	**4.0**	**10.0**	**29.2**	**40.8**	**.0693**
Brooke	262,453	23,386	3.8	9.5	28.0	44.9	.0123
Hancock	350,842	23,578	3.7	9.5	28.6	45.2	.0178
• Weirton	224,813	24,246	3.3	8.0	29.1	47.3	.0130
Jefferson, Ohio	*731,336*	*21,378*	*4.3*	*10.3*	*29.9*	*37.5*	*.0392*
• *Steubenville*	*228,520*	*20,086*	*5.0*	*10.8*	*25.3*	*35.9*	*.0155*
SUBURBAN TOTAL	891,298	22,239	4.0	10.2	30.3	40.6	.0408
WHEELING	**1,350,840**	**18,089**	**5.0**	**13.0**	**31.9**	**27.8**	**.0779**
Marshall	291,608	19,219	4.7	12.2	33.9	29.3	.0167
Ohio	497,436	18,566	5.1	12.4	28.5	31.5	.0292
• Wheeling	354,236	17,608	5.4	12.9	27.1	29.9	.0229
Belmont, Ohio	*561,796*	*17,260*	*5.2*	*13.8*	*33.5*	*24.2*	*.0320*
SUBURBAN TOTAL	996,604	18,216	4.9	13.0	33.4	27.1	.0550
OTHER COUNTIES							
Barbour	79,713	10,835	9.8	16.9	24.8	11.9	.0048
Berkeley	336,766	17,619	5.3	14.7	30.7	27.9	.0181
Boone	150,943	12,343	7.9	15.3	28.8	13.7	.0097
Braxton	68,785	9,348	7.5	13.0	20.6	14.0	.0044
Calhoun	50,213	11,959	6.1	14.4	21.7	20.3	.0026
Clay	55,780	11,597	7.4	16.2	22.7	16.8	.0031

S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	A	B	C	D	Buying Power Index
Doddridge	26,335	8,356	6.9	21.4	18.4	4.6	.0016
Fayette	285,873	11,502	8.4	15.6	26.3	13.1	.0189
Gilmer	37,450	8,970	8.6	16.2	19.9	9.7	.0021
Grant	49,365	11,146	8.4	18.9	22.7	13.2	.0031
Greenbrier	266,453	16,268	5.8	15.0	26.5	27.4	.0155
Hampshire	74,711	12,221	9.0	20.9	27.3	11.9	.0044
Hardy	46,934	10,738	9.0	20.7	22.7	9.7	.0030
Harrison	489,948	15,344	6.4	15.9	32.2	18.9	.0302
Jackson	174,688	19,288	5.5	10.3	31.9	29.8	.0100
Jefferson	192,205	16,413	6.3	16.5	30.3	24.3	.0105
Lewis	90,430	10,748	9.3	19.2	24.0	10.0	.0060
Lincoln	113,321	11,059	6.6	12.3	23.1	17.8	.0065
Logan	304,274	16,297	6.4	13.1	26.7	26.2	.0192
McDowell	253,543	13,052	7.8	13.7	27.1	17.9	.0158
Marion	441,258	16,566	5.9	14.1	31.0	24.0	.0281
Mason	161,505	15,407	5.9	14.3	28.9	22.4	.0089
Mercer	557,179	17,436	5.7	13.7	25.9	30.3	.0324
☐ Mineral	147,358	14,436	6.1	16.8	33.0	14.9	.0081
Mingo	194,217	12,083	7.1	13.8	21.8	21.2	.0144
Monongalia	526,093	16,039	6.7	15.3	28.7	24.5	.0303
Monroe	62,345	11,614	5.4	17.9	24.1	13.0	.0035
Morgan	64,800	15,375	6.9	14.1	31.7	19.8	.0032
Nicholas	162,038	15,214	6.0	12.0	28.9	21.7	.0109
Pendleton	35,880	9,581	7.6	18.7	21.5	8.4	.0022
Pleasants	62,151	20,145	4.9	10.1	26.0	36.5	.0030
Pocahontas	53,429	12,369	8.0	17.8	25.3	15.4	.0032
Preston	179,244	14,372	6.8	16.9	25.6	22.3	.0099
Raleigh	524,158	14,217	7.6	15.4	27.5	20.3	.0364
Randolph	174,236	14,470	6.6	16.2	27.0	21.4	.0113
Ritchie	59,340	12,000	6.6	16.7	26.8	12.6	.0034
Roane	90,440	13,161	7.2	15.9	26.6	18.3	.0050
Summers	64,050	9,005	8.2	14.2	22.1	9.7	.0043
Taylor	85,314	12,800	6.8	17.1	28.9	13.5	.0050
Tucker	38,738	10,060	9.3	19.7	21.7	8.8	.0025
Tyler	71,542	15,500	5.6	15.1	26.0	25.2	.0037
Upshur	116,283	11,109	8.1	15.4	24.8	13.4	.0076
Webster	57,062	9,612	8.6	15.9	18.4	14.1	.0037
Wetzel	114,284	13,768	5.5	16.3	31.0	14.2	.0078
Wyoming	176,350	14,522	6.7	14.4	35.5	12.9	.0111
TOTAL METRO COUNTIES	**5,799,365**	**19,666**	**4.8**	**11.6**	**27.8**	**34.9**	**.3276**
TOTAL STATE	**13,019,031**	**16,203**	**6.1**	**13.8**	**27.6**	**25.7**	**.7689**

THE Post-Crescent

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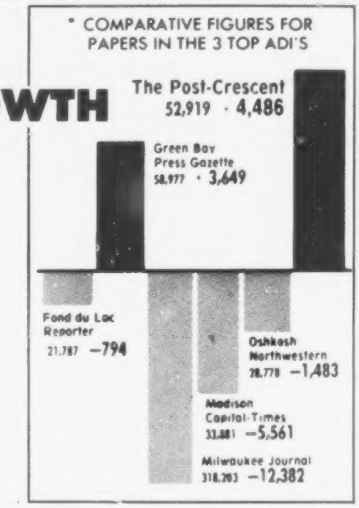

*Figures Based on Audit Bureau of Circulations' FAS-FAX Report, Sept. 30, 1977 to March 31, 1981.

WISCONSIN

WISC. S&MM ESTIMATES	POPULATION—12/31/80								RETAIL SALES BY STORE GROUP 1980						
METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group 18–24 Years	25–34 Years	35–49 Years	50 & Over	Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
APPLETON - OSHKOSH	**292.8**	**.1282**	**28.3**	**14.9**	**16.7**	**15.3**	**23.5**	**101.3**	**1,147,868**	**245,324**	**120,192**	**149,441**	**54,542**	**190,847**	**32,996**
Calumet	31.1	.0136	28.0	12.1	16.8	15.1	23.1	9.9	75,779	23,567	13,246	2,243	2,123	15,424	1,890
Outagamie	129.6	.0568	27.5	13.8	16.8	15.3	22.1	43.7	625,836	136,198	52,764	103,333	32,648	119,881	12,794
• Appleton	59.2	0259	28.7	14.6	16.4	15.7	24.0	21.6	277,744	67,683	14,875	59,174	18,543	21,802	7,656
Winnebago	132.1	.0578	29.2	16.6	16.4	15.4	25.0	47.7	446,253	85,559	54,182	43,865	19,771	55,542	18,312
• Oshkosh	49.5	.0217	27.7	24.2	14.7	13.2	26.1	18.4	257,093	47,673	25,233	37,710	[illegible]	27,714	9,433
SUBURBAN TOTAL	184.1	0806	28.3	12.4	17.4	15.8	22.6	61.3	613,031	129,968	80,084	52,557	26,618	141,331	15,907
DULUTH - SUPERIOR	**267.2**	**.1169**	**31.8**	**13.4**	**13.4**	**15.8**	**29.9**	**99.3**	**1,095,627**	**231,589**	**106,183**	**162,119**	**47,791**	**145,219**	**27,652**
Douglas	44.5	.0195	31.2	14.2	14.0	14.2	30.6	16.7	151,933	30,501	19,581	11,600	3,068	17,224	4,389
• Superior	29.4	0129	31.1	15.9	13.6	13.8	30.9	11.5	123,199	24,373	13,217	11,136	2,840	17,036	4,389
St. Louis, Minn.	*222.7*	*.0974*	*31.9*	*13.3*	*13.4*	*16.1*	*29.7*	*82.6*	*943,694*	*201,088*	*86,602*	*150,519*	*44,723*	*127,995*	*23,263*
• *Duluth*	*92.4*	*.0404*	*31.7*	*15.7*	*13.4*	*15.3*	*30.3*	*35.9*	*448,956*	*84,577*	*54,265*	*109,748*	*26,012*	*47,637*	*12,413*
SUBURBAN TOTAL	145.4	.0636	31.9	11.5	13.4	16.5	29.4	51.9	523,472	122,639	38,701	41,235	18,939	80,546	10,850
EAU CLAIRE	**131.9**	**.0578**	**28.4**	**16.7**	**14.4**	**14.5**	**26.0**	**45.6**	**571,697**	**90,280**	**67,571**	**99,923**	**19,503**	**87,581**	**18,547**
Chippewa	52.2	.0229	29.5	11.8	14.5	15.1	26.9	17.6	174,486	32,336	14,606	6,453	4,949	45,850	4,832
Eau Claire	79.7	.0349	27.6	20.0	14.3	14.1	25.4	28.0	397,211	57,944	52,965	93,470	14,554	41,731	13,715
• Eau Claire	52.0	0228	27.1	23.8	13.4	13.1	26.3	18.9	390,786	57,199	52,214	92,621	14,296	41,095	13,282
SUBURBAN TOTAL	79.9	.0350	29.1	12.1	15.0	15.4	25.8	26.7	180,911	33,081	15,357	7,302	5,207	46,486	5,265

TOTAL INFORMATION AND SALES ....

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& Automotive
sales per household.
2nd in Food Store & F.H.A.

* Green Bay, Milwaukee, Madison, Appleton-Oshkosh, Racine
SOURCE: 1981 Survey of Buying Power

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WISC. (cont.)
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S	Median Age of Pop	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse ($000)	Furniture/Furnish./Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
GREEN BAY	**176.7**	**0773**	**27.4**	**14.3**	**17.7**	**15.1**	**21.5**	**61.4**	**776,200**	**153,231**	**81,567**	**144,237**	**45,769**	**118,723**	**20,195**
Brown	176.7	0773	27.4	14.3	17.7	15.1	21.5	61.4	776,200	153,231	81,567	144,237	45,769	118,723	20,195
• Green Bay	87.9	0385	28.6	14.9	16.8	15.3	23.9	32.6	524,628	102,976	45,631	109,341	28,852	68,973	17,737
SUBURBAN TOTAL	88.8	0388	26.2	13.8	18.2	15.0	19.0	28.8	251,572	50,255	35,936	34,896	16,917	49,750	2,458
JANESVILLE - BELOIT	**140.0**	**0613**	**29.2**	**13.0**	**17.9**	**16.1**	**23.6**	**49.9**	**617,735**	**138,179**	**57,789**	**115,216**	**23,076**	**81,317**	**17,876**
Rock	140.0	0613	29.2	13.0	17.9	16.1	23.6	49.9	617,735	138,179	57,789	115,216	23,076	81,317	17,876
• Beloit	35.2	0154	29.4	15.0	16.5	15.9	24.8	13.2	183,082	44,141	18,119	31,847	5,845	31,207	6,338
• Janesville	51.4	0225	28.6	11.7	19.7	15.9	21.5	18.5	345,571	69,647	30,888	82,558	15,159	40,081	9,980
SUBURBAN TOTAL	53.4	.0234	29.8	13.0	16.9	16.3	24.9	18.2	89,082	24,391	8,782	811	2,072	10,029	1,558
KENOSHA	**123.5**	**.0541**	**29.8**	**13.1**	**17.5**	**16.2**	**24.8**	**43.7**	**379,686**	**93,747**	**47,952**	**51,326**	**14,473**	**38,862**	**8,990**
Kenosha	123.5	0541	29.8	13.1	17.5	16.2	24.8	43.7	379,686	93,747	47,952	51,326	14,473	38,862	8,990
• Kenosha	77.5	0339	30.0	13.6	17.5	15.7	25.5	28.1	285,852	69,833	32,642	49,820	12,683	35,263	7,853
SUBURBAN TOTAL	46.0	.0202	29.7	12.2	17.7	16.9	23.6	15.6	93,834	23,914	15,310	1,506	1,790	3,596	1,137
LA CROSSE	**91.9**	**.0403**	**28.8**	**17.7**	**14.9**	**14.4**	**26.4**	**32.7**	**431,760**	**75,652**	**59,235**	**67,206**	**22,445**	**61,711**	**13,558**
La Crosse	91.9	.0403	28.8	17.7	14.9	14.4	26.4	32.7	431,760	75,652	59,235	67,206	22,445	61,711	13,558
• La Crosse	48.0	0210	28.9	20.7	13.1	13.3	28.7	18.2	354,735	54,625	49,169	66,435	21,742	51,141	8,948
SUBURBAN TOTAL	43.9	.0193	28.8	14.5	16.8	15.6	23.9	14.5	77,025	21,027	10,046	771	703	10,570	4,610
MADISON	**326.4**	**.1428**	**26.4**	**21.5**	**19.6**	**14.2**	**18.8**	**123.6**	**1,548,043**	**258,523**	**197,917**	**193,883**	**96,319**	**224,367**	**38,833**
Dane	326.4	.1428	26.4	21.5	19.6	14.2	18.8	123.6	1,548,043	258,523	197,917	193,883	96,319	224,367	38,833
• Madison	170.3	.0745	25.1	27.0	19.2	13.1	17.9	67.7	988,529	115,726	143,023	182,117	77,925	147,513	29,861
SUBURBAN TOTAL	156.1	.0683	27.7	15.5	20.1	15.3	20.0	55.9	559,514	142,797	54,894	11,766	18,394	76,854	8,972
MILWAUKEE	**1,399.4**	**.6125**	**30.1**	**13.2**	**17.2**	**17.0**	**24.5**	**507.7**	**6,351,839**	**1,420,086**	**692,562**	**898,997**	**326,686**	**935,557**	**215,324**
Milwaukee	960.4	.4204	30.6	14.2	16.6	16.1	26.6	366.6	4,513,780	953,671	531,459	685,712	242,686	594,530	153,113

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[illegible] ESTIMATES

POPULATION—12/31/80

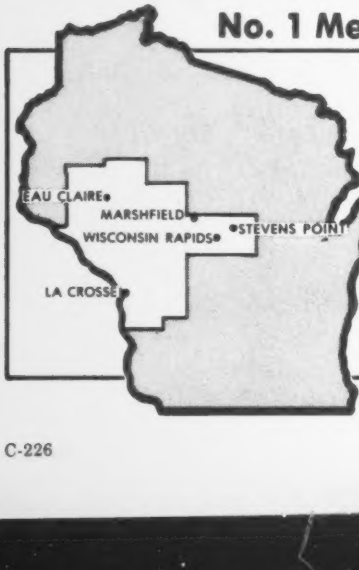
RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
● Milwaukee	631.5	.2764	30.3	15.3	16.7	15.2	26.9	248.8	2,360,639	564,769	338,818	262,840	140,911	265,237	82,329
Wauwatosa	50.9	.0223	36.1	9.9	14.4	16.8	34.4	18.5	570,784	40,922	42,118	116,295	33,185	74,872	11,975
West Allis	63.6	.0278	31.8	13.5	16.7	16.0	28.7	24.9	386,342	97,909	44,290	36,921	26,933	63,133	11,166
Ozaukee	68.0	.0297	29.3	10.5	18.0	18.7	21.1	22.4	229,227	51,773	23,452	2,138	9,347	46,750	6,539
Washington	86.6	.0379	28.2	11.4	18.5	16.2	21.1	27.6	297,419	72,000	26,631	26,372	16,900	29,745	10,484
Waukesha	284.4	.1245	29.3	10.9	18.1	20.2	19.4	91.1	1,311,413	342,642	111,020	184,775	57,753	264,532	45,188
SUBURBAN TOTAL	767.9	.3361	29.9	11.5	17.6	18.5	22.5	258.9	3,991,200	855,317	353,744	636,157	185,775	670,320	132,995
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,572.9***	***.6885***	***30.0***	***13.1***	***17.2***	***17.0***	***24.3***	***568.0***	***6,986,579***	***1,580,798***	***758,066***	***973,066***	***358,310***	***1,023,772***	***235,655***
RACINE	**173.5**	**.0760**	**29.2**	**12.5**	**17.5**	**16.6**	**23.2**	**60.3**	**634,740**	**160,712**	**65,504**	**74,069**	**31,624**	**88,215**	**20,331**
Racine	173.5	.0760	29.2	12.5	17.5	16.6	23.2	60.3	634,740	160,712	65,504	74,069	31,624	88,215	20,331
● Racine	85.1	.0372	30.0	12.9	17.0	15.8	25.6	32.2	365,363	88,584	35,561	66,167	16,371	32,281	14,510
SUBURBAN TOTAL	88.4	.0388	28.5	12.1	17.9	17.4	21.0	28.1	269,377	72,128	29,943	7,902	15,253	55,934	5,821
SHEBOYGAN	**101.7**	**.0445**	**31.3**	**12.3**	**15.5**	**15.4**	**28.9**	**36.1**	**377,064**	**96,694**	**34,915**	**66,794**	**10,435**	**52,562**	**13,728**
Sheboygan	101.7	.0445	31.3	12.3	15.5	15.4	28.9	36.1	377,064	96,694	34,915	66,794	10,435	52,562	13,728
● Sheboygan	48.1	.0211	32.7	12.1	15.3	15.0	31.5	18.2	261,774	67,411	18,342	55,031	7,110	37,146	11,987
SUBURBAN TOTAL	53.6	.0234	30.2	12.4	15.8	15.7	26.7	17.9	115,290	29,283	16,573	11,763	3,325	15,416	1,741
WAUSAU	**112.5**	**.0492**	**29.4**	**11.9**	**16.4**	**15.7**	**25.2**	**38.6**	**403,814**	**94,843**	**37,363**	**56,487**	**17,596**	**58,457**	**8,450**
Marathon	112.5	.0492	29.4	11.9	16.4	15.7	25.2	38.6	403,814	94,843	37,363	56,487	17,596	58,457	8,450
● Wausau	32.5	.0142	33.0	13.1	13.7	16.0	31.3	12.9	196,667	28,316	12,985	47,970	10,034	28,588	6,823
SUBURBAN TOTAL	80.0	.0350	28.3	11.5	17.4	15.6	22.7	25.7	207,147	66,527	24,378	8,517	7,562	29,869	1,627
OTHER COUNTIES															
Adams	13.7	.0059	37.9	8.3	12.2	13.7	39.0	5.0	22,663	5,017	3,573	854	764	3,957	305
Ashland	16.8	.0074	33.7	12.3	12.3	13.5	34.9	6.2	76,764	20,703	5,890	6,067	2,208	9,349	2,179
Barron	39.2	.0172	33.0	10.1	12.9	14.7	32.7	14.1	137,340	26,996	15,160	14,392	4,040	23,408	3,659
Bayfield	14.0	.0061	36.5	9.0	12.6	13.7	37.7	5.2	26,209	6,325	7,354	737	57	849	494
Buffalo	14.4	.0063	33.0	10.0	13.9	15.1	32.2	5.1	34,436	3,869	4,818	3,357	3,998	5,437	1,114
Burnett	12.6	.0055	40.1	7.2	11.8	14.0	40.8	4.7	32,415	11,015	5,467	1,217	205	1,956	1,189
Clark	33.2	.0145	32.7	8.5	12.8	14.6	32.4	11.2	89,890	17,156	8,921	2,626	2,335	14,521	1,752
Columbia	43.5	.0191	32.1	10.4	15.4	15.4	30.2	15.8	157,882	38,786	18,027	3,326	3,626	25,892	5,184
Crawford	16.7	.0073	33.0	9.3	13.1	14.7	32.7	5.8	59,638	14,087	5,288	7,207	3,475	11,244	1,056
Dodge	75.2	.0329	31.3	11.2	16.0	15.8	28.3	25.1	190,994	52,982	16,939	20,207	6,007	26,342	4,861
Door	25.5	.0112	34.6	9.6	12.7	14.1	35.4	9.5	100,006	23,262	18,174	9,328	896	14,396	1,987
Dunn	34.8	.0152	27.4	21.7	13.2	12.9	27.0	11.3	104,122	20,734	14,560	11,070	3,002	17,732	4,441
Florence	4.3	.0018	35.0	9.0	13.2	15.5	34.4	1.5	6,684	848	2,220			1,375	140
Fond du Lac	89.4	.0392	29.3	13.9	15.5	15.3	25.9	30.4	338,653	64,170	38,734	9,582	15,970	45,084	18,113
Forest	9.1	.0040	32.0	8.9	12.6	14.1	32.2	3.1	16,340	3,173	2,189	284	31	2,814	482
Grant	52.1	.0228	27.6	16.8	13.9	13.8	25.9	17.0	179,963	42,619	22,558	8,888	5,718	29,793	5,161
Green	30.3	.0132	31.7	11.0	14.8	15.3	29.8	11.0	239,941	23,546	13,829	10,657	9,613	28,225	4,263
Green Lake	18.5	.0081	34.6	10.6	14.0	15.2	34.2	6.8	85,702	16,487	7,394	11,955	2,595	23,209	1,600
Iowa	19.9	.0087	30.8	10.6	13.5	15.4	28.9	6.9	58,284	15,303	7,474	981	3,125	13,576	1,166
Iron	6.7	.0030	41.7	8.7	10.5	14.9	41.7	2.7	21,096	3,235	4,189	1,482	33	976	603
Jackson	17.0	.0074	32.8	9.8	13.5	14.4	32.6	6.2	63,135	13,939	4,803	3,231	1,182	7,430	2,226
Jefferson	66.7	.0292	30.1	14.6	16.2	14.7	27.3	22.7	223,263	59,309	32,071	25,905	8,128	27,656	6,109
Juneau	21.3	.0093	32.7	9.5	14.0	14.5	32.3	7.8	82,239	15,532	9,378	4,103	1,476	8,754	2,109
Kewaunee	19.6	.0085	30.4	12.2	14.2	14.3	29.2	6.6	54,971	13,688	5,203	2,990	3,086	6,393	823
Lafayette	17.4	.0076	30.6	10.4	13.4	15.5	28.6	6.0	27,952	8,173	3,265	437	431	6,141	622
Langlade	20.0	.0087	32.7	10.3	12.8	14.2	32.9	7.2	79,713	20,239	7,884	3,764	1,052	15,181	1,211
Lincoln	26.6	.0117	32.8	9.6	14.7	15.5	31.3	9.5	86,430	23,569	10,762	4,752	3,341	14,255	1,960
Manitowoc	83.0	.0363	31.0	12.1	15.1	15.7	28.2	28.9	273,065	62,712	28,711	51,674	8,929	51,381	8,563
Manitowoc	32.5	.0142	33.0	12.6	14.4	15.3	31.8	12.5	179,654	29,063	17,159	49,966	4,469	35,925	5,588
Two Rivers	13.3	.0058	31.6	12.8	15.3	16.1	28.7	5.0	51,910	19,302	5,801	810	2,086	7,196	2,600
Marinette	39.6	.0174	34.0	10.0	13.8	14.3	34.3	14.4	125,636	31,886	18,245	9,620	4,457	19,934	2,821
Marquette	11.9	.0052	37.3	6.7	12.4	14.4	37.8	4.5	25,110	8,280	6,124	355	720	1,404	211
Menominee	3.4	.0014	20.9	9.5	13.2	12.8	18.4	.8	1,645	724	215	412			
Monroe	35.4	.0155	32.3	10.0	13.6	15.7	30.6	12.1	120,401	22,486	12,003	4,029	4,397	15,791	3,340
Oconto	29.2	.0127	32.9	9.4	12.9	14.4	32.9	10.2	68,104	17,519	9,207	1,599	772	10,937	1,494
Oneida	31.8	.0139	33.6	9.1	13.9	15.5	32.5	11.8	162,429	29,925	16,698	12,232	7,651	25,087	4,878
Pepin	7.5	.0033	32.1	10.3	12.6	13.4	32.9	2.6	24,253	3,201	2,545	382	934	4,830	715
Pierce	31.5	.0138	26.3	19.6	14.4	12.9	24.6	10.1	81,758	20,452	11,635	1,391	3,042	14,909	3,664
Polk	32.8	.0143	33.1	9.5	13.6	14.3	33.1	11.7	108,478	25,881	10,942	3,731	3,187	12,422	4,076
Portage	58.3	.0256	25.8	20.4	15.1	13.1	23.0	18.8	221,683	42,311	25,054	25,757	11,290	27,666	5,045
Price	15.9	.0069	36.6	8.1	12.3	14.3	37.1	5.8	45,882	15,763	4,119	1,608	1,359	6,150	1,165
Richland	17.5	.0076	32.7	11.3	13.0	14.9	32.0	6.3	41,442	7,451	3,508	2,363	2,086	7,896	1,151
Rusk	15.7	.0069	32.6	10.4	11.9	14.0	33.2	5.4	42,749	10,181	3,170	2,110	1,117	4,692	702
☐ St. Croix	44.6	.0195	28.5	11.2	16.3	15.4	24.0	14.8	140,563	34,935	11,954	5,647	2,890	30,074	6,909
Sauk	44.0	.0192	32.0	10.8	14.8	15.0	30.5	15.9	205,426	51,896	25,798	13,910	7,954	24,482	4,929
Sawyer	12.9	.0057	38.2	6.8	12.0	13.6	39.2	4.7	48,851	14,420	5,373	830	532	7,275	1,711
Shawano	36.4	.0159	33.7	9.2	14.0	14.9	33.3	12.6	109,061	26,249	14,172	12,228	4,806	13,766	2,295
Taylor	19.0	.0083	30.4	9.6	12.9	14.3	29.8	6.3	55,575	10,842	6,593	10,180	2,211	8,145	2,060
Trempealeau	26.4	.0116	34.1	9.4	13.6	14.5	34.2	9.3	74,660	20,679	8,313	1,997	1,115	14,740	1,319
Vernon	25.8	.0113	35.2	8.8	13.2	15.8	34.5	9.4	53,423	12,604	7,097	1,306	2,753	6,478	2,096
Vilas	17.0	.0074	39.1	7.4	12.4	15.0	39.1	6.5	71,313	28,191	9,946	1,139	781	6,790	1,121
Walworth	72.3	.0317	29.7	15.9	15.6	14.8	26.9	25.4	253,361	66,015	43,512	8,172	6,940	32,912	7,745
Washburn	13.4	.0058	35.3	8.3	12.7	13.8	36.4	5.0	53,563	15,706	6,026	4,216	665	7,693	2,944
Waupaca	43.2	.0189	34.4	9.4	13.8	14.1	35.0	15.2	143,386	35,603	17,856	12,000	6,140	20,501	5,353
Waushara	18.8	.0082	35.3	9.7	13.3	14.2	36.0	7.1	50,081	8,535	7,521	1,981	285	5,956	1,151
Wood	73.5	.0322	29.5	11.7	16.3	15.7	25.4	25.7	367,610	77,667	27,491	40,717	13,332	68,475	9,696
TOTAL METRO COUNTIES	**3,159.4**	**1.3830**	**29.1**	**14.4**	**17.2**	**16.0**	**23.9**	**1,132.4**	**13,532,942**	**2,892,707**	**1,494,102**	**1,934,826**	**668,426**	**1,985,497**	**420,126**
TOTAL STATE	**4,734.1**	**2.0718**	**29.9**	**13.5**	**16.2**	**15.6**	**26.1**	**1,683.3**	**18,958,616**	**4,124,648**	**2,122,100**	**2,380,164**	**852,275**	**2,791,754**	**575,180**

WISC.
S&MM ESTIMATES

$$ EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
APPLETON - OSHKOSH	**2,298,114**	**20,656**	**4.1**	**10.6**	**35.3**	**34.3**	**.1245**
Calumet	223,182	20,898	3.8	10.7	32.8	36.3	.0111
Outagamie	1,016,278	21,295	3.9	9.9	35.2	36.4	.0588
• Appleton	524,502	21,679	4.0	10.3	32.6	38.7	.0283
Winnebago	1,058,654	20,037	4.5	11.3	35.9	31.8	.0546
• Oshkosh	370,848	18,035	5.2	13.1	36.2	25.0	.0225
SUBURBAN TOTAL	1,402,764	21,102	3.9	10.0	36.0	35.4	.0737
DULUTH - SUPERIOR	**2,000,654**	**18,436**	**5.3**	**11.7**	**31.8**	**28.8**	**.1126**
Douglas	311,350	16,814	5.9	13.3	33.2	22.4	.0173
• Superior	222,379	16,884	6.0	13.4	31.3	24.2	.0125
St. Louis, Minn.	*1,689,304*	*18,780*	*5.1*	*11.4*	*31.7*	*30.0*	*.0953*
• *Duluth*	*760,424*	*18,623*	*5.6*	*11.7*	*27.7*	*32.1*	*.0430*
SUBURBAN TOTAL	1,017,851	18,628	4.8	11.3	34.9	27.5	.0571
EAU CLAIRE	**833,687**	**16,576**	**5.2**	**14.9**	**33.0**	**22.6**	**.0524**
Chippewa	362,117	19,005	4.2	12.1	30.1	32.0	.0201
Eau Claire	471,570	15,389	5.9	16.6	34.8	16.7	.0323
• Eau Claire	323,628	15,584	5.7	16.2	34.3	18.0	.0256
SUBURBAN TOTAL	510,059	17,488	4.9	13.9	32.2	25.8	.0268
GREEN BAY	**1,352,017**	**20,496**	**4.1**	**11.1**	**36.9**	**32.7**	**.0768**
Brown	1,352,017	20,496	4.1	11.1	36.9	32.7	.0768
• Green Bay	674,901	19,573	4.8	12.1	37.2	29.7	.0426
SUBURBAN TOTAL	677,116	21,543	3.2	9.9	36.7	36.2	.0342
JANESVILLE - BELOIT	**1,120,420**	**21,317**	**4.2**	**9.9**	**33.4**	**36.6**	**.0623**
Rock	1,120,420	21,317	4.2	9.9	33.4	36.6	.0623
• Beloit	281,342	20,946	4.6	9.7	31.2	35.4	.0165
• Janesville	442,810	22,236	4.0	9.0	32.6	40.5	.0274
SUBURBAN TOTAL	396,268	20,730	4.0	11.0	35.9	33.5	.0184
KENOSHA	**1,202,440**	**26,033**	**3.3**	**8.4**	**23.5**	**52.9**	**.0558**
Kenosha	1,202,440	26,033	3.3	8.4	23.5	52.9	.0558
• Kenosha	748,722	25,200	3.5	8.4	24.8	50.6	.0363
SUBURBAN TOTAL	453,718	27,501	2.8	8.3	21.1	57.2	.0195
LA CROSSE	**592,541**	**16,275**	**5.5**	**15.8**	**34.2**	**20.7**	**.0378**
La Crosse	592,541	16,275	5.5	15.8	34.2	20.7	.0378
• La Crosse	321,831	15,481	5.9	15.1	31.0	20.7	.0241
SUBURBAN TOTAL	270,710	17,101	4.9	16.6	38.3	20.5	.0137
MADISON	**2,977,650**	**21,420**	**4.7**	**11.7**	**27.8**	**39.4**	**.1586**
Dane	2,977,650	21,420	4.7	11.7	27.8	39.4	.1586
• Madison	1,555,576	20,130	5.4	12.4	27.0	36.2	.0885
SUBURBAN TOTAL	1,422,074	22,831	3.8	10.7	28.9	43.2	.0701
MILWAUKEE	**12,281,295**	**22,204**	**3.9**	**10.3**	**30.4**	**40.8**	**.6583**
Milwaukee	8,080,654	20,286	4.4	11.8	32.8	34.1	.4470
• Milwaukee	4,805,343	18,090	5.2	13.9	34.0	26.5	.2610
Wauwatosa	524,232	25,026	3.6	8.6	26.9	50.1	.0366
West Allis	557,986	21,563	3.6	10.2	36.8	36.2	.0330
Ozaukee	664,008	26,579	2.3	6.6	26.4	55.7	.0314
Washington	769,434	25,895	3.2	7.7	25.5	53.0	.0380
Waukesha	2,767,199	27,957	2.3	6.1	23.3	60.4	.1419
SUBURBAN TOTAL	7,475,952	26,298	2.6	7.0	26.8	54.5	.3973
MILWAUKEE - RACINE CONSOLIDATED AREA	***13,664,512***	***22,069***	***3.9***	***10.4***	***30.8***	***40.2***	***.7314***
RACINE	**1,383,217**	**21,055**	**4.1**	**11.1**	**34.3**	**35.6**	**.0731**
Racine	1,383,217	21,055	4.1	11.1	34.3	35.6	.0731
• Racine	663,166	19,278	4.9	13.1	34.6	29.8	.0371
SUBURBAN TOTAL	720,051	22,961	3.2	8.8	34.2	42.2	.0360
SHEBOYGAN	**779,793**	**20,216**	**4.5**	**11.1**	**34.8**	**32.1**	**.0421**
Sheboygan	779,793	20,216	4.5	11.1	34.8	32.1	.0421
• Sheboygan	375,626	19,351	4.9	11.8	35.1	29.3	.0227
SUBURBAN TOTAL	404,167	21,048	4.1	10.3	34.4	35.0	.0194
WAUSAU	**861,636**	**20,574**	**4.5**	**11.8**	**30.5**	**35.6**	**.0462**
Marathon	861,636	20,574	4.5	11.8	30.5	35.6	.0462
• Wausau	295,232	20,455	4.9	11.7	27.4	36.6	.0171
SUBURBAN TOTAL	566,404	20,631	4.3	11.8	32.2	35.1	.0291
OTHER COUNTIES							
Adams	78,971	14,189	5.0	14.9	28.9	18.0	.0041
Ashland	95,293	12,810	8.0	16.9	28.5	14.4	.0065
Barron	259,155	15,585	6.6	14.9	27.0	24.9	.0148
Bayfield	75,915	12,258	7.6	17.8	28.0	12.2	.0042
Buffalo	90,974	15,649	6.2	14.6	29.7	22.3	.0049
Burnett	68,774	12,264	6.7	17.0	25.6	15.3	.0040
Clark	177,756	13,464	7.2	17.8	27.6	16.9	.0106
Columbia	298,311	17,519	5.4	14.2	33.5	24.9	.0169
Crawford	91,319	12,807	6.9	18.0	25.4	17.4	.0059
Dodge	584,591	21,531	4.4	10.3	29.8	38.9	.0286
Door	180,397	16,938	4.9	13.2	31.5	25.5	.0103
Dunn	222,741	16,167	6.9	14.2	28.9	24.6	.0124
Florence	24,542	14,308	6.6	18.2	31.5	16.1	.0012
Fond du Lac	592,434	18,124	4.7	13.6	38.4	23.9	.0348
Forest	39,858	10,673	9.0	24.0	21.2	8.1	.0024
Grant	328,677	16,854	6.0	14.5	30.2	25.2	.0192
Green	243,609	19,317	5.4	13.3	28.3	33.5	.0168
Green Lake	131,762	17,468	5.3	14.5	34.1	24.4	.0079
Iowa	139,540	17,448	5.2	11.4	28.0	28.7	.0074
Iron	37,769	12,458	8.6	19.7	28.1	10.9	.0022
Jackson	134,381	18,099	6.0	13.9	26.2	31.4	.0072
Jefferson	496,040	19,811	4.9	12.0	31.8	32.8	.0264
Juneau	146,645	16,363	5.9	13.6	29.4	25.0	.0085
Kewaunee	133,827	17,991	4.3	15.6	30.2	29.4	.0071
Lafayette	99,951	14,917	6.8	18.3	32.0	17.8	.0051
Langlade	120,876	14,139	6.2	16.7	28.4	18.6	.0076
Lincoln	153,501	15,160	6.9	17.2	33.9	16.6	.0092
Manitowoc	564,132	17,798	4.8	14.1	36.5	24.2	.0313
Manitowoc	251,750	17,765	5.4	13.5	34.2	25.3	.0154
Two Rivers	89,777	17,368	4.5	14.7	37.9	21.7	.0052
Marinette	239,821	14,745	6.3	16.5	31.3	17.8	.0140
Marquette	67,514	12,684	8.1	17.2	28.7	13.9	.0037
Menominee	10,569	11,940	8.4	30.8	23.8	7.0	.0006
Monroe	236,642	17,255	5.1	14.5	28.7	28.5	.0134
Oconto	157,393	13,667	6.9	16.7	30.2	15.4	.0089
Oneida	221,629	17,141	5.4	14.6	32.3	24.6	.0139
Pepin	46,825	15,133	7.6	14.5	27.0	23.4	.0026
Pierce	226,775	18,800	5.8	12.4	28.3	32.5	.0117
Polk	206,370	15,407	6.4	16.1	30.8	20.5	.0119
Portage	429,161	20,355	4.4	11.9	31.0	34.7	.0238
Price	99,429	14,989	5.7	15.5	29.5	20.5	.0056
Richland	106,936	14,283	7.1	13.5	27.2	21.0	.0057
Rusk	93,100	14,455	5.3	15.1	27.1	21.2	.0053
☐ St. Croix	332,601	20,020	4.6	11.3	32.4	33.4	.0173
Sauk	281,906	16,566	5.4	16.2	34.9	21.4	.0181
Sawyer	72,707	12,250	9.1	17.5	22.4	17.7	.0046



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October, 1980

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Here's data* on the Milwaukee market that demonstrates the quality of the penetration our editions produce:

■ **Average Household Income**	**$22,693**
■ **Total 1979 Retail Sales**	**$6,191,419,000**
■ **Total Households**	**493,000**
■ **Total Population**	**1,413,400**

*Source: Sales & Market Management Survey of Buying Power Date Service 1980.

Adult 18+ Audience Source: Three Sigma Major Market Audience Study

		SUN/AM	AM/PM	SUNDAY	PM	AM
SMSA 4 County	Gross Audience	1,122,800	977,200	810,300	664,700	312,500
	Net Unduplicated Percent Covered	85%	76%	80%	66%	31%
ADI 9 County	Gross Audience	1,318,100	1,089,200	956,400	727,500	361,700
	Net Unduplicated Percent Covered	76%	65%	70%	54%	27%

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WISC. (cont.)
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
Shawano	238,274	16,652	5.2	14.9	30.8	24.8	.0132
Taylor	116,038	16,206	5.3	14.0	29.1	24.6	.0066
Trempealeau	171,904	15,799	6.6	14.6	26.1	26.3	.0094
Vernon	156,420	13,147	8.2	15.0	25.1	19.6	.0082
Vilas	100,069	12,790	7.3	18.6	26.6	15.5	.0065
Walworth	517,671	17,947	5.3	13.4	32.7	27.3	.0283
Washburn	80,675	12,947	8.8	17.0	26.0	18.0	.0052
Waupaca	239,556	13,530	6.6	19.5	30.2	13.9	.0148
Waushara	100,230	11,795	7.8	18.4	25.7	12.4	.0060
Wood	557,682	20,476	4.1	10.9	33.3	34.2	.0332
TOTAL METRO COUNTIES	**26,326,761**	**21,214**	**4.2**	**11.0**	**31.3**	**37.5**	**1.4225**
TOTAL STATE	**36,713,798**	**19,728**	**4.7**	**12.2**	**31.2**	**33.2**	**2.0152**

WYOMING

WYO.
S&MM ESTIMATES

POPULATION—12/31/80

RETAIL SALES BY STORE GROUP 1980

METRO AREA County City	Total Population (Thousands)	% Of U.S.	Median Age of Pop.	% of Population by Age Group				Households (Thousands)	Total Retail Sales ($000)	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Drug ($000)
				18–24 Years	25–34 Years	35–49 Years	50 & Over								
CASPER	**73.6**	**.0322**	**27.1**	**15.0**	**19.5**	**17.8**	**16.9**	**26.7**	**553,878**	**102,494**	**31,959**	**39,364**	**41,644**	**135,947**	**16,699**
Natrona	73.6	.0322	27.1	15.0	19.5	17.8	16.9	26.7	553,878	102,494	31,959	39,364	41,644	135,947	16,699
• Casper	51.9	.0227	24.7	13.8	13.4	18.3	17.6	19.3	510,664	94,917	27,985	39,364	41,510	131,803	15,549
SUBURBAN TOTAL	21.7	.0095	29.6	17.8	33.5	16.7	15.2	7.4	43,214	7,577	3,974		134	4,144	1,150
OTHER COUNTIES															
Albany	29.2	.0128	23.5	32.0	19.9	10.4	13.0	10.9	139,506	28,465	11,299	2,936	8,990	20,943	2,136
Big Horn	12.0	.0052	30.6	10.3	16.8	14.9	27.8	4.2	28,320	8,430	2,710	676	1,333	1,869	1,687
Campbell	25.3	.0111	25.9	16.2	25.2	15.8	11.2	8.4	169,790	30,030	11,344	11,303	2,332	32,665	2,748
Carbon	22.6	.0099	28.5	11.6	18.6	16.1	21.8	7.7	120,902	19,543	7,939	4,272	3,014	23,029	5,775
Converse	14.8	.0065	28.9	9.8	17.8	16.3	22.9	4.9	76,726	17,219	5,996	2,710	1,547	14,039	1,023
Crook	5.4	.0023	28.6	12.9	18.6	16.4	21.8	1.9	13,225	1,976	1,400	511		223	304
Fremont	41.2	.0181	26.8	13.2	20.9	16.2	16.6	13.8	200,490	39,675	12,712	15,783	8,896	32,297	5,168
Goshen	12.1	.0053	30.0	12.8	16.5	15.6	26.2	4.5	49,683	12,701	2,241	3,973	728	8,234	1,890
Hot Springs	5.8	.0025	32.4	10.2	14.0	15.3	31.1	2.2	23,801	5,800	2,356	690	491	3,481	988
Johnson	6.8	.0030	29.5	11.3	16.8	15.3	25.4	2.5	31,096	6,467	2,741	1,577	1,025	6,134	600
Laramie	69.5	.0304	27.5	14.5	20.5	16.2	18.3	25.9	379,627	52,885	22,606	39,601	20,760	58,069	5,440
Cheyenne	47.6	.0208	28.4	13.2	19.5	16.5	20.6	18.1	346,957	46,125	21,344	35,616	20,349	56,803	4,925
Lincoln	12.5	.0055	26.5	10.2	16.5	14.7	21.3	4.0	61,632	13,371	3,797	1,942	312	12,850	1,905
Niobrara	2.9	.0012	33.9	10.3	16.8	17.4	30.7	1.2	16,380	3,551	1,201	497	169	588	293
Park	21.9	.0096	28.4	13.7	18.8	16.9	20.7	7.9	102,153	15,707	6,494	14,833	3,768	19,009	4,192
Platte	12.4	.0054	31.3	10.3	19.0	15.1	28.0	4.6	52,039	9,128	2,453	3,222	458	10,180	454
Sheridan	25.7	.0113	32.2	11.8	15.2	16.2	29.6	9.6	135,054	30,390	10,266	13,969	10,169	25,140	3,310
Sublette	4.6	.0020	28.4	13.0	21.7	17.6	18.1	1.6	25,372	3,538	2,551	390	406	1,304	685
Sweetwater	43.7	.0191	27.2	12.7	17.5	15.4	20.9	14.8	185,815	46,659	12,650	16,308	13,115	28,750	5,151
Teton	9.7	.0043	27.6	12.5	22.6	18.0	15.2	4.0	89,751	19,749	10,293	2,537	978	5,567	2,957
Uinta	13.5	.0059	26.6	11.2	15.7	15.9	20.9	4.2	63,799	11,638	3,210	5,429	3,605	7,553	3,650
Washakie	9.7	.0042	28.5	11.7	18.9	16.4	21.3	.3.4	39,573	10,627	1,925	3,409	1,255	11,830	1,124
Weston	7.2	.0032	28.0	11.5	18.2	17.5	19.8	2.6	35,383	8,126	2,627	1,786	556	3,695	915
TOTAL METRO COUNTIES	**73.6**	**.0322**	**27.1**	**15.0**	**19.5**	**17.8**	**16.9**	**26.7**	**553,878**	**102,494**	**31,959**	**39,364**	**41,644**	**135,947**	**16,699**
TOTAL STATE	**482.1**	**.2110**	**27.5**	**14.2**	**19.0**	**16.0**	**19.8**	**171.5**	**2,593,995**	**498,169**	**172,770**	**187,718**	**125,551**	**463,396**	**69,094**

WYO.
S&MM ESTIMATES

EFFECTIVE BUYING INCOME 1980

METRO AREA County City	Total EBI ($000)	Median Hsld. EBI	% of Hslds. by EBI Group: (A) $8,000–$9,999 (B) $10,000–$14,999 (C) $15,000–$24,999 (D) $25,000 & Over				Buying Power Index
			A	B	C	D	
CASPER	**780,543**	**26,855**	**3.5**	**8.4**	**20.7**	**54.2**	**.0452**
Natrona	780,543	26,855	3.5	8.4	20.7	54.2	.0452
• Casper	570,144	27,074	3.7	8.8	19.8	54.3	.0361
SUBURBAN TOTAL	210,399	26,374	3.2	7.6	23.2	53.5	.0091
OTHER COUNTIES							
Albany	235,340	17,644	5.8	15.3	27.0	30.9	.0134
Big Horn	95,699	19,846	5.6	12.5	26.3	36.3	.0046
Campbell	276,392	29,197	2.2	6.6	21.6	62.2	.0151
Carbon	201,060	24,739	4.3	10.4	22.6	49.1	.0112
Converse	108,927	20,877	4.8	9.9	25.0	39.5	.0067
Crook	34,830	15,974	5.7	19.6	29.0	24.8	.0019
Fremont	325,996	21,921	4.4	10.2	28.4	40.3	.0188
Goshen	88,884	14,160	7.2	19.9	28.3	18.7	.0050
Hot Springs	40,467	15,746	5.7	12.6	27.2	25.1	.0023
Johnson	63,696	18,556	5.9	12.5	23.3	36.8	.0034
Laramie	673,213	22,902	4.2	11.7	25.7	44.1	.0364
Cheyenne	473,672	23,370	4.6	11.2	22.9	45.9	.0280
Lincoln	85,858	19,994	4.2	12.6	34.3	32.7	.0054
Niobrara	17,640	12,019	8.2	22.4	22.7	14.6	.0012
Park	200,455	22,440	4.1	12.0	26.4	42.9	.0106
Platte	88,360	17,201	5.7	14.0	27.5	28.9	.0052
Sheridan	199,556	16,884	6.2	13.7	27.2	28.5	.0120
Sublette	40,169	20,873	4.6	11.1	31.8	38.2	.0023
Sweetwater	398,580	25,630	3.7	8.7	20.8	52.2	.0206
Teton	81,799	16,737	4.9	18.9	33.0	23.5	.0057
Uinta	96,084	20,733	3.5	12.6	35.3	34.8	.0059
Washakie	72,946	20,170	5.1	13.2	29.3	34.4	.0041
Weston	65,193	21,011	5.8	8.8	32.0	36.7	.0035
TOTAL METRO COUNTIES	**780,543**	**26,855**	**3.5**	**8.4**	**20.7**	**54.2**	**.0452**
TOTAL STATE	**4,271,687**	**21,886**	**4.5**	**11.5**	**25.4**	**41.9**	**.2405**

Section D

Data in this *Survey of Buying Power* are organized into four sections. The black index tabs along the right-hand edge of the book provide easy access to each section.

CANADIAN SURVEY OF BUYING POWER

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Effective Buying Income and retail sales are expressed in Canadian dollars.
Census Metropolitan Areas are defined by Statistics Canada on an urban population basis.

Yukon-Northwest Territories . D-10
British Columbia D-11
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S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality

S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over							EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E	**County** City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E

S&MM's Canadian metropolitan county areas and their code numbers

501.Δ **Brantford, Ont.**—Brant Co.

502. **Calgary, Alta.**—Div. 6

Cambridge, Ont. (See Kitchener-Cambridge)

503. **Chicoutimi-Jonquière, Que.**—Chicoutimi Co.

Dartmouth, N.S. (see Halifax-Dartmouth)

504. **Edmonton, Alta.**—Div. 11

Glace Bay, N.S. (See Sydney-Glace Bay)

505.Δ **Guelph, Ont.**—Wellington Co.

506. **Halifax-Dartmouth, N.S.**—Halifax Co.

507. **Hamilton, Ont.**—Hamilton-Wentworth Reg. Mun.

Jonquière, Que. (See Chicoutimi Jonquière)

508.Δ **Kamloops, B.C.**—Thompson-Nicola Reg. Dist.

509.Δ **Kelowna, B.C.**—Central Okanagan Reg. Dist.

510.Δ **Kingston, Ont.**—Frontenac Co.

511. **Kitchener-Cambridge, Ont.**—Waterloo Reg. Mun.

512. **London, Ont.**—Middlesex Co.

513.Δ **Moncton, N.B.**—Albert, Westmorland* cos.

514. **Montreal, Que.**—Chambly, Châteauguay, Deux-Montagnes, Ile-de-Montreal*, Ile-Jésus, Laprairie, L'Assomption, Terrebonne, Vaudreuil cos.

Niagara Falls, Ont. (See St.Catharines-Niagara)

515.Δ **North Bay, Ont.**—Nipissing Terr. Dist.

516. **Oshawa, Ont.**—Durham Reg. Mun.

517. **Ottawa, Ont.**—
Ontario Portion —Ottawa-Carleton Reg. Mun*, Russell Co.
Quebec Portion—Gatineau, Hull cos.

518.Δ **Peterborough, Ont.**—Peterborough Co.

519.Δ **Prince George, B.C.**—Fraser-Fort George Reg. Dist.

520. **Quebec, Que.**—Lévis, Montmorency 1, Montmorency 2, Quebec* cos.

521. **Regina, Sask.**—Div. 6

522. **St. Catharines-Niagara, Ont.**—Niagara Reg. Mun.

523. **St. John, N.B.**—Kings, St. John* cos.

524. **St. John's, Nfld.**—Div. 1

525.Δ **Sarnia, Ont.**—Lambton Co.

526. **Saskatoon, Sask.**—Div. 11

527.Δ **Sault Ste. Marie, Ont.**—Algoma Terr. Dist.

Shawinigan, Que. (See Trois Rivières-Shawinigan)

528.Δ **Sherbrooke, Que.**—Sherbrooke Co.

529. **Sudbury, Ont.**—Sudbury Reg. Mun.

530.Δ **Sydney-Glace Bay, N.S.**—Cape Breton Co.

531. **Thunder Bay, Ont.**—Thunder Bay Terr. Dist.

532. **Toronto, Ont.**—Toronto Metro. Mun.*; Halton, Peel, York reg. muns.

533.Δ **Trois Rivières-Shawinigan, Que.**—Champlain, St.-Maurice* cos.

534. **Vancouver, B.C.**—Greater Vancouver Reg. Dist.

535. **Victoria, B.C.**—Capitol Reg. Dist.

536. **Windsor, Ont.**—Essex Co.

537. **Winnipeg, Man.**—Div. 11

Δ A potential metro area as defined by S&MM.

*The county in a multicounty market where the central city is located. If more than one county has an asterisk, it is because a multiname market has central cities in more than one county. The central city of a one-county market will be located in that county.

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MONTREAL'S FASTEST-GROWING NEWSPAPER.

1981 CANADIAN SURVEY OF BUYING POWER

Chill winds sweep the Northland

By THAYER C. TAYLOR
Senior Editor/Management Sciences

"Yankee Go Home" posters aren't sprouting yet, but there are many signs that U.S. marketers face a vexing future in Canada.

Anytime you have an elephant and a mouse (Canada's population is about the size of California's) intimately involved with, and dependent upon, one another, frictions are bound to flare periodically. Such has been the case since U.S. corporations established their first manufacturing branches in Canada 100 years ago to get around high tariff walls that were erected to give domestic industry a chance to grow.

However, today's business climate for foreign-owned companies in general, and U.S. firms in particular, is the chilliest it's ever been and is likely to remain so for a while for several reasons including the following:

- ♦ The Trudeau administration's Canadianization-of-industry policy.
- ♦ The tug-of-war between Ottawa and the western provinces over vast energy resources, whose value has multiplied as a result of the escalation of world oil prices.
- ♦ Constitutional reform that would give Ottawa greater leverage over the provinces.

Canadianization, currently, is mostly aimed at foreign-owned oil and gas companies, which control 70% of the industry. Ottawa wants to slash this to at least 50% by 1990. If the program succeeds, however, observers speculate that it may be extended to other industries where there's a significant Yankee presence. U.S. companies, for example, control 39% of the manufacturing industry. Canadians point out, correctly, that no other industrialized nation has as big a share of its economy under foreign control.

The spearhead of Trudeau's drive is the New Energy Program (NEP), designed to give domestic companies strong economic advantages at the expense of outside companies. Exploration leases for oil and gas deposits on federal lands will be given exclusively to compa-

1981 Canadian outlook

Province	Real Domestic Product 1981 (Mil. 1971 $)	% Change 1980–1981	% Change 1979–1980	Employment 1981 (000)	% Change 1980–1981	% Change 1979–1980	Retail Sales 1981 (Mil. $)	% Change 1980–1981	% Change 1979–1980
Atlantic Provinces	**$ 7,097**	**+3.3%**	**−1.2%**	**836**	**+2.5%**	**+3.7%**	**$ 7,391**	**+11.8%**	**+ 5.1%**
Newfoundland	1,659	+5.0	−3.8	193	+4.8	+5.6	1,684	+12.8	+ 3.9
Pr. Edward Island	319	+1.4	−2.4	48	0.0	+3.2	411	+11.7	+ 2.1
Nova Scotia	2,933	+3.4	+0.1	332	+1.2	+3.7	2,958	+12.3	+ 4.4
New Brunswick	2,186	+2.1	−0.8	263	+2.4	+3.1	2,338	+10.4	+ 7.3
Industrial Heartland	**$ 73,487**	**+2.0%**	**−0.8%**	**6,856**	**+1.8%**	**+1.9%**	**$57,627**	**+14.5%**	**+ 6.9%**
Ontario	45,808	+1.9	−1.1	4,145	+1.9	+1.4	33,984	+15.0	+ 7.5
Quebec	27,679	+2.1	−0.3	2,711	+1.6	+2.5	23,643	+13.7	+ 6.0
Prairies	**$ 8,925**	**+3.8%**	**−1.3%**	**898**	**+1.8%**	**+1.7%**	**$ 7,515**	**+14.0**	**+ 7.3%**
Manitoba	4,416	+2.0	−2.3	466	+1.5	+1.5	3,521	+12.1	+ 6.8
Saskatchewan	4,509	+5.6	−0.4	432	+2.1	+2.0	3,994	+15.6	+ 7.8
West	**$ 28,131**	**+3.8%**	**+4.1%**	**2,350**	**+5.7%**	**+5.6%**	**$23,193**	**+17.3%**	**+14.9%**
Alberta	13,900	+4.0	+4.9	1,096	+6.2	+5.7	10,899	+17.1	+15.9
British Columbia	14,231	+3.6	+3.3	1,254	+5.3	+5.5	12,294	+17.5	+14.1
Canada	**$118,091**	**+2.6%**	**+0.3%**	**10,940**	**+2.7%**	**+2.8%**	**$95,985**	**+14.9%**	**+ 8.6%**

Source: Conference Board of Canada.
© Sales & Marketing Management.

nies with at least 50% Canadian ownership; exploration incentives will go to companies that are at least 75% Canadian-owned; and special provisions will ensure that Canadian concerns get a bigger share of the offshore drilling-rig market.

The Foreign Investment Review Agency, created by Trudeau in 1974 to screen potential takeovers, will now make periodic audits of foreign-owned companies to assess if they're doing all they can to promote export business and develop a strong research and development base. These are vital issues for Canada. Exports account for about one-fourth of the gross domestic product. But R&D spending, as a share of economic activity, is woefully low because, Canadians insist, parent companies do such work in their own countries. This puts Canada at a disadvantage, the argument goes, when it comes to the technological advances that are reshaping markets around the world.

To finance its ambitious plans, as well as fund the many social services the government provides, Ottawa proposes to sharply increase its share of tax and royalty revenues from oil and gas companies at the expense of the provinces. Alberta, the leading energy producer, is retaliating by cutting back on allowable production and holding up construction permits for development of vast tar sands deposits. As a result, drilling-rig operators are moving south of the border to the Rocky Mountain states and Texas.

Another bone of provincial-Ottawa contention is proposed constitutional reform. The proposals would replace the current loose federal union with a greater degree of central control and give Ottawa greater latitude in making future amendments on its own.

Enmeshed in this issue is a wrenching shift of population, economic activity, and financial power from the East to the West, similar to the flow from Frost Belt to Sunbelt in the U.S. As a result, an emerging Alberta–British Columbia axis is challenging the Quebec–Ontario axis that has ruled the country since its founding days.

While all of these issues are of long-range concern, the immediate problem for Canadians is a ruinous inflation rate, which in the first quarter roared along at an annual 13.5% rate. Efforts to control it are hampered, says Vernon Alden, assistant vice president of Chemical Bank, New York City, by "a combination of catch-up oil-price increases and stronger wage pressure. The tendency of the Canadian government to run a budget deficit that in relative terms (vs. GNP) is more than double that of the U.S. will complicate the job of fighting inflation, as well the expected growth in the budget deficits of several provinces this year."

Consumers are responding with a tighter hold on their wallets. The latest survey of consumer buying intentions, the Conference Board of Canada reports, "signals slower growth in consumer spending over the next few months than took place in the very early part of this year."

Prospects for industrial marketers are equally bleak. The Board's most recent survey of senior business executives found that "high interest rates, weak market demand, government policies, and escalating costs all contributed to weaker capital spending plans."

For the near term, then, it looks as if Canadian marketers, even more than their counterparts in the U.S., will be selling with their backs to the wall. ▬

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GLANBROOK
LINCOLN
BRANT
HALDIMAND-NORFOLK
The Spectator
Light hail

1980 SUMMARIES OF POPULATION & RETAIL SALES BY PROVINCE

ESTIMATES

Province	POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980												SALES/ ADVERTISING INDEXES		
	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberta	2,135.9	8.8662	713.3	8.8211	10,103,051	11.0189	1,757,490	802,333	1,999,448	509,884	364,135	2,436,975	514,565	73,988	275,307	124	9.8401	111
British Columbia	2,687.0	11.1538	965.1	11.9350	11,497,472	12.5397	2,318,201	1,229,379	2,089,095	475,845	428,971	2,326,731	615,561	83,696	447,195	112	12.0096	108
Manitoba	1,028.0	4.2673	353.2	4.3678	3,478,736	3.7941	798,906	323,513	724,973	138,169	97,925	698,207	152,798	24,865	111,206	89	3.9768	93
New Brunswick	709.3	2.9443	217.4	2.6885	2,261,603	2.4667	516,560	140,061	381,564	106,807	58,004	529,801	165,812	18,068	76,798	84	2.4540	83
Newfoundland	583.5	2.4222	149.2	1.8451	1,624,659	1.7720	383,515	131,825	340,409	88,192	50,963	299,860	138,581	3,019	62,778	73	1.8492	76
Nova Scotia	856.4	3.5550	270.9	3.3501	2,856,202	3.1151	687,515	206,508	442,686	134,875	74,006	600,483	208,078	27,758	107,430	88	3.1389	88
Ontario	8,600.5	35.7009	2,935.9	36.3071	32,603,637	35.5591	7,933,128	2,997,379	4,365,638	1,622,336	1,209,351	6,026,578	2,385,027	215,278	1,056,636	100	37.1636	104
Prince Edward Island	124.1	.5151	37.2	.4600	396,304	.4322	75,157	27,243	94,381	14,316	10,632	80,458	38,022	1,401	10,796	84	.4249	82
Quebec	6,325.4	26.2569	2,099.1	25.9588	22,980,871	25.0641	6,305,182	2,100,319	2,543,728	1,339,158	917,740	4,346,930	1,471,170	307,655	460,627	95	25.0048	95
Saskatchewan	975.9	4.0510	327.6	4.0513	3,637,404	3.9671	687,364	273,932	694,014	148,019	154,617	950,754	207,175	30,752	109,778	98	3.8628	95
Yukon & N.W. Territories	64.4	.2673	17.4	.2152	248,502	.2710	39,006	19,189	103,699	3,588	3,182	36,072	6,984	3,590	4,927	101	.2753	103
Total Canada	24,090.4	100.0000	8,086.3	100.0000	91,688,441	100.0000	21,502,024	8,251,681	13,779,635	4,581,189	3,369,526	18,332,849	5,903,773	790,070	2,723,478	100	100.0000	100

1980 SUMMARIES OF EFFECTIVE BUYING INCOME BY PROVINCE

ESTIMATES

Province	EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberta	18,957,126	9.5223	8,875	26,577	4.5	6.4	6.0	23.1	60.0
British Columbia	23,956,796	12.0337	8,916	24,823	5.7	5.8	4.6	20.1	63.8
Manitoba	7,904,534	3.9705	7,689	22,380	7.3	8.4	7.4	30.7	46.2
New Brunswick	4,479,615	2.2501	6,316	20,605	5.7	9.8	9.8	31.7	43.0
Newfoundland	3,317,426	1.6664	5,685	22,235	7.1	10.5	8.2	26.8	47.4
Nova Scotia	5,946,381	2.9870	6,943	21,950	5.9	10.2	9.2	31.4	43.3
Ontario	77,067,036	38.7114	8,961	26,250	5.2	4.9	4.5	22.5	62.9
Prince Edward Island	765,135	.3843	6,165	20,568	7.8	16.7	15.8	32.3	27.4
Quebec	48,711,991	24.4684	7,701	23,206	4.4	7.0	6.6	28.7	53.3
Saskatchewan	7,415,237	3.7248	7,598	22,635	6.1	8.1	7.5	25.6	52.7
Yukon & N.W. Territories	559,583	.2811	8,689	32,160	6.2	4.7	3.3	12.2	73.6
Total Canada	199,080,860	100.0000	8,264	24,620	5.2	6.4	5.9	25.0	57.5

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S&MM METROPOLITAN AREA SUMMARIES OF 1980 POPULATION & RETAIL SALES

S&MM ESTIMATES			POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980									SALES/ ADVERTISING INDEXES		
PROVINCE S&MM Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	618.4	2.5670	215.3	2.6625	3,429,619	3.7405	622,726	286,001	689,208	196,885	144,256	798,441	176,625	10,130	69,295	146	3.1433	122
Edmonton	711.3	2.9526	244.1	3.0187	3,626,298	3.9550	616,177	251,190	767,011	169,087	129,005	877,887	163,464	19,749	118,525	134	3.4105	116
BRITISH COLUMBIA																		
Kamloops	100.7	.4180	33.9	.4192	495,140	.5400	89,358	57,632	80,970	20,703	13,468	112,292	38,319	2,895	13,920	129	.4704	113
Kelowna	86.7	.3599	31.0	.3834	335,822	.3663	79,296	24,346	41,566	18,328	15,978	64,213	18,460	3,072	18,402	102	.3567	99
Prince George	87.8	.3645	27.8	.3438	428,814	.4677	68,476	34,983	88,525	12,262	12,889	119,603	25,101	1,114	10,287	128	.4096	112
Vancouver	1,136.3	4.7168	427.4	5.2855	5,295,761	5.7758	976,485	650,727	1,131,987	215,819	207,845	1,011,280	241,752	20,424	216,251	122	5.4695	116
Victoria	247.3	1.0265	98.0	1.2119	1,000,531	1.0912	192,260	97,518	237,333	42,120	42,101	158,792	46,916	4,023	32,474	106	1.0990	107
MANITOBA																		
Winnipeg	571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
NEW BRUNSWICK																		
Moncton	130.3	.5408	41.9	.5181	481,631	.5254	102,758	29,069	87,656	23,349	10,411	115,819	35,714	1,353	20,470	97	.4886	90
St. John	146.0	.6061	47.4	.5862	499,841	.5451	122,919	32,792	86,511	23,227	8,443	122,939	29,605	1,335	15,872	90	.5451	90
NEWFOUNDLAND																		
St. John's	244.1	1.0133	66.1	.8175	766,753	.8363	190,906	56,394	112,643	47,584	24,258	171,240	60,949	906	36,071	83	.8202	81
NOVA SCOTIA																		
Halifax-Dartmouth	285.7	1.1859	95.7	1.1835	1,077,279	1.1749	249,621	105,345	147,528	64,532	24,943	231,913	68,794	4,448	43,268	99	1.2176	103
Sydney-Glace Bay	123.8	.5139	34.9	.4316	351,586	.3835	106,160	21,836	65,306	20,285	8,854	55,578	22,115	1,501	9,390	75	.3991	78
ONTARIO																		
Brantford	104.8	.4350	36.4	.4501	338,997	.3697	85,277	24,933	44,144	20,996	18,573	60,443	22,845	1,693	8,598	85	.4293	99
Guelph	128.8	.5346	43.0	.5318	460,847	.5027	116,155	33,108	52,137	22,686	17,031	90,064	41,178	2,519	17,267	94	.5331	100
Hamilton	407.6	1.6919	146.6	1.8129	1,528,233	1.6667	402,929	123,113	258,294	69,062	63,069	225,922	105,332	8,063	50,426	99	1.6974	100
Kingston	114.4	.4749	39.9	.4934	480,586	.5242	113,754	32,691	75,312	26,128	18,820	82,066	41,204	1,513	15,311	110	.5104	107
Kitchener-Cambridge	301.8	1.2528	103.5	1.2799	1,238,793	1.3511	260,679	97,525	205,771	64,301	50,333	271,342	90,645	5,750	26,435	108	1.3784	110
London	318.6	1.3225	114.3	1.4135	1,369,457	1.4936	329,690	127,410	213,136	69,363	47,434	235,717	94,811	5,823	31,773	113	1.4860	112
North Bay	82.0	.3404	26.2	.3240	315,929	.3446	74,443	31,563	45,412	14,226	11,028	59,320	26,594	2,016	7,085	101	.3194	94
Oshawa	294.1	1.2208	92.7	1.1463	1,129,576	1.2319	269,321	81,093	185,295	40,318	27,426	199,866	85,824	18,398	29,937	101	1.3593	111
Ottawa	759.0	3.1506	270.0	3.3391	2,884,771	3.1463	731,357	282,113	467,477	134,422	99,785	454,420	169,795	24,717	71,450	100	3.5204	112
Peterborough	102.0	.4235	35.0	.4328	432,532	.4718	105,348	35,308	59,885	20,673	18,361	78,719	29,143	2,145	10,822	111	.4302	102
St. Catharines-Niagara	376.2	1.5616	129.0	1.5953	1,300,635	1.4185	328,081	134,446	155,880	70,465	48,595	231,081	90,421	6,210	39,422	91	1.5413	99
Sarnia	126.0	.5231	42.2	.5219	401,616	.4380	95,336	33,728	57,395	20,101	14,998	77,939	27,262	2,414	12,156	84	.5169	99
Sault Ste. Marie	136.3	.5658	42.9	.5306	474,098	.5171	125,005	42,780	75,916	21,640	15,986	61,027	34,828	3,530	12,942	91	.5368	95
Sudbury	161.8	.6716	51.7	.6393	633,314	.6907	174,548	52,970	76,314	36,171	23,891	113,974	41,898	3,432	14,405	103	.6551	98
Thunder Bay	157.6	.6542	51.3	.6344	591,520	.6451	150,062	46,945	102,255	21,425	15,065	93,645	45,255	2,480	21,952	99	.6579	101
Toronto	3,026.1	12.5614	1,047.4	12.9527	11,747,073	12.8120	2,857,429	1,252,321	1,482,630	630,094	427,307	2,215,603	797,106	55,781	451,471	102	13.6570	109
Windsor	319.6	1.3267	110.1	1.3615	1,190,683	1.2966	286,293	115,383	165,804	66,554	57,044	215,316	76,726	6,341	40,411	98	1.3561	102
QUEBEC																		
Chicoutimi-Jonquière	172.5	.7161	49.8	.6159	507,214	.5532	148,153	33,613	62,591	36,662	25,072	90,543	34,770	2,063	9,124	77	.5808	81
Montréal	2,836.3	11.7734	1,009.7	12.4866	11,274,590	12.2966	3,165,744	1,204,547	1,309,989	659,577	415,517	1,858,609	649,710	164,680	260,366	104	12.0648	102
Québec	572.5	2.3765	190.6	2.3570	2,386,985	2.6034	605,553	227,015	292,582	154,501	94,185	429,040	113,117	29,383	54,297	110	2.4498	103
Sherbrooke	108.8	.4517	37.9	.4687	507,332	.5534	129,161	35,339	49,216	43,540	22,868	100,613	34,136	2,509	9,627	123	.4864	108
Trois Rivières-Shawinigan	235.5	.9775	78.7	.9733	801,476	.8741	232,658	67,477	64,951	52,427	36,714	157,728	49,500	14,578	16,099	89	.8605	88
SASKATCHEWAN																		
Regina	200.9	.8340	69.5	.8594	881,206	.9611	174,988	72,072	156,802	34,331	40,847	221,984	49,110	5,883	25,523	115	.8437	101
Saskatoon	178.8	.7422	62.4	.7717	785,113	.8563	136,576	60,739	151,915	44,869	34,393	192,451	42,975	3,383	29,697	115	.7470	101
TOTAL ABOVE AREAS	**15,712.2**	**65.2217**	**5,455.9**	**67.4708**	**63,676,150**	**69.4485**	**15,053,092**	**6,110,494**	**9,826,122**	**3,315,528**	**2,346,074**	**12,055,594**	**3,811,846**	**451,593**	**1,933,972**	**106**	**68.8275**	**106**

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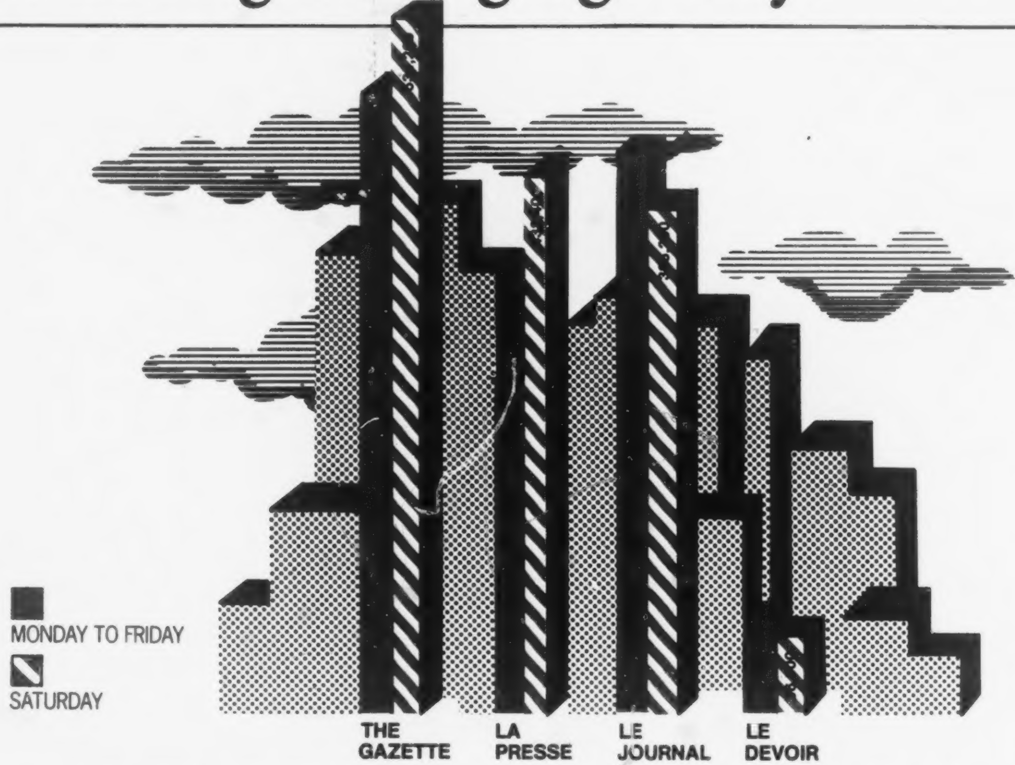

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The Gazette

S&MM METROPOLITAN AREA SUMMARIES OF 1980 EFFECTIVE BUYING INCOME

S&MM ESTIMATES	$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
PROVINCE S&MM Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	6,003,741	3.0157	9,709	27,885	4.6	6.8	6.1	26.8	55.7
Edmonton	6,503,935	3.2669	9,144	26,645	3.6	5.6	5.3	22.4	63.1
BRITISH COLUMBIA									
Kamloops	894,892	.4495	8,887	26,398	6.2	5.0	5.1	23.2	60.5
Kelowna	695,921	.3496	8,027	22,449	6.5	8.3	6.5	20.8	57.9
Prince George	781,880	.3927	8,905	28,125	2.6	4.5	4.6	19.4	68.9
Vancouver	11,122,335	5.5869	9,788	26,023	5.0	4.5	3.7	21.0	65.8
Victoria	2,254,979	1.1327	9,118	23,010	5.8	5.9	5.0	20.3	63.0
MANITOBA									
Winnipeg	4,687,547	2.3546	8,198	22,153	6.0	7.0	6.1	35.9	45.0
NEW BRUNSWICK									
Moncton	887,040	.4456	6,808	21,170	5.3	8.3	10.0	27.0	49.4
St. John	1,036,706	.5208	7,101	21,871	4.8	8.1	9.1	31.3	46.7
NEWFOUNDLAND									
St. John's	1,459,894	.7334	5,981	22,086	6.9	11.2	10.6	31.7	39.6
NOVA SCOTIA									
Halifax-Dartmouth	2,499,831	1.2557	8,750	26,122	3.7	7.5	7.8	28.0	53.0
Sydney-Glace Bay	721,900	.3626	5,831	20,685	6.0	8.6	6.5	33.9	45.0
ONTARIO									
Brantford	921,287	.4627	8,791	25,310	5.0	6.1	5.1	25.7	58.1
Guelph	1,096,664	.5509	8,514	25,504	5.7	8.3	5.1	29.5	51.4
Hamilton	3,420,966	1.7184	8,393	23,335	6.5	4.0	3.2	20.0	66.3
Kingston	1,028,064	.5164	8,987	25,766	6.0	7.6	7.3	21.2	57.9
Kitchener-Cambridge	2,876,937	1.4451	9,533	27,796	3.8	5.7	5.7	28.9	55.9
London	3,079,277	1.5468	9,665	26,940	5.7	5.5	5.2	30.8	52.8
North Bay	389,073	.2959	7,184	22,484	7.9	6.3	5.4	22.6	57.8
Oshawa	2,968,862	1.4913	10,095	32,027	2.8	2.6	2.4	16.2	76.0
Ottawa	7,750,744	3.8933	10,212	28,706	3.8	5.0	4.8	23.1	63.3
Peterborough	812,511	.4081	7,966	23,215	8.6	7.4	5.5	26.8	51.7
St. Catharines-Niagara	3,198,577	1.6066	8,502	24,795	5.9	4.9	3.9	20.3	65.0
Sarnia	1,118,403	.5618	8,876	26,502	5.0	4.0	3.1	10.0	77.9
Sault Ste. Marie	1,069,163	.5371	7,844	24,922	3.7	2.1	1.6	6.6	86.0
Sudbury	1,248,457	.6271	7,716	24,148	2.8	2.6	2.3	9.7	82.6
Thunder Bay	1,328,068	.6671	8,427	25,888	4.6	2.8	2.7	12.1	77.8
Toronto	29,069,344	14.6017	9,606	27,754	3.7	3.7	4.0	23.0	65.6
Windsor	2,791,668	1.4023	8,735	25,356	5.8	5.0	3.8	10.6	74.8
QUEBEC									
Chicoutimi-Jonquière	1,081,198	.5431	6,268	21,711	2.1	3.7	4.3	22.0	67.9
Montréal	23,973,992	12.0425	8,453	23,744	4.7	7.4	6.8	29.2	51.9
Québec	4,751,769	2.3869	8,300	24,931	3.2	5.4	6.2	25.5	59.7
Sherbrooke	915,973	.4601	8,419	24,168	5.8	6.5	6.1	33.9	47.7
Trois Rivières-Shawinigan	1,603,533	.8055	6,809	20,375	6.6	8.4	6.6	21.2	57.2
SASKATCHEWAN									
Regina	1,546,799	.7770	7,699	22,256	4.9	6.1	6.5	28.1	54.4
Saskatoon	1,360,293	.6833	7,608	21,800	5.3	7.9	6.7	27.7	52.4
TOTAL ABOVE AREAS	**139,152,223**	**69.8977**	**8,856**	**25,505**	**4.6**	**5.6**	**5.2**	**24.5**	**60.1**

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CENSUS METROPOLITAN AREA SUMMARIES OF 1980 POPULATION & RETAIL SALES

S&MM ESTIMATES	POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
PROVINCE Census Metropolitan Area	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
ALBERTA																		
Calgary	551.6	2.2897	195.9	2.4226	3,255,878	3.5510	592,559	268,543	661,090	182,074	140,435	752,224	160,294	4,956	67,042	155	2.8923	126
Edmonton	612.7	2.5434	216.7	2.6792	3,200,976	3.4912	592,945	251,176	761,472	166,966	126,627	504,878	150,607	16,208	116,768	137	3.0228	119
BRITISH COLUMBIA																		
Vancouver	1,228.8	5.1013	457.5	5.6589	5,586,976	6.0934	1,039,687	667,915	1,156,525	230,475	221,521	1,099,875	259,770	22,625	230,582	119	5.7971	114
Victoria	233.7	.9700	93.1	1.1524	974,893	1.0632	184,012	95,161	234,432	41,622	41,454	156,460	44,858	3,790	31,176	110	1.0498	108
MANITOBA																		
Winnipeg	591.5	2.4561	217.5	2.6919	2,268,813	2.4743	548,143	220,373	481,582	88,404	61,091	409,254	92,179	6,089	65,712	101	2.4406	99
NEW BRUNSWICK																		
St. John	121.2	.5034	39.9	.4952	455,605	.4968	111,013	30,140	82,601	22,494	7,479	110,745	24,183	1,123	13,601	99	.4684	93
NEWFOUNDLAND																		
St. John's	150.2	.6236	42.2	.5226	604,072	.6588	140,403	40,371	96,018	43,669	21,939	127,227	50,958	785	27,728	106	.5756	92
NOVA SCOTIA																		
Halifax	273.7	1.1361	92.4	1.1426	1,056,846	1.1527	244,230	104,681	146,473	64,063	24,754	227,775	65,912	4,280	41,978	101	1.1812	104
ONTARIO																		
Hamilton	535.9	2.2248	188.8	2.3350	2,025,360	2.2089	530,064	159,515	322,319	95,162	76,141	334,026	141,716	10,529	71,181	99	2.3278	105
Kitchener	284.8	1.1823	98.7	1.2201	1,170,315	1.2764	246,761	92,270	195,697	63,029	47,581	255,319	80,168	4,789	26,061	108	1.3135	111
London	283.5	1.1774	104.4	1.2920	1,263,709	1.3782	303,989	122,582	200,692	67,092	43,687	213,282	84,853	4,547	27,222	117	1.3555	115
Oshawa	158.6	.6584	51.9	.6419	767,605	.8372	180,894	48,472	160,375	32,100	18,564	144,210	44,537	12,448	18,261	127	.7374	112
Ottawa-Hull	728.0	3.0222	261.0	3.2306	2,794,935	3.0482	708,059	273,836	455,932	132,856	96,201	434,736	159,457	24,297	70,206	101	3.4136	113
St. Catharines-Niagara	313.1	1.2995	108.8	1.3452	1,145,424	1.2493	290,347	109,847	148,944	66,732	42,570	203,460	79,201	4,720	32,484	96	1.2906	99
Sudbury	151.2	.6278	48.8	.6041	612,598	.6680	168,620	50,386	75,618	35,481	22,971	110,261	39,610	3,237	13,772	106	.6217	99
Thunder Bay	124.4	.5165	41.7	.5164	499,281	.5444	133,978	34,455	86,522	19,633	12,907	79,955	31,819	2,164	20,120	105	.5416	105
Toronto	2,890.4	11.9979	1,003.1	12.4045	11,145,866	12.1564	2,726,404	1,204,040	1,421,195	598,568	411,353	2,048,500	751,005	52,947	425,683	101	12.9706	108
Windsor	250.6	1.0403	89.8	1.1107	1,036,593	1.1305	249,036	102,583	157,601	61,220	50,120	178,876	64,530	4,425	34,557	109	1.1193	108
QUEBEC																		
Chicoutimi-Jonquière	132.9	.5519	39.6	.4902	413,940	.4514	122,624	26,735	43,640	32,393	20,152	77,404	23,215	1,652	7,902	82	.4648	84
Montréal	2,742.4	11.3853	979.4	12.1177	10,883,873	11.8700	3,036,686	1,162,081	1,290,686	638,508	397,569	1,806,160	611,460	156,131	252,741	104	11.6890	103
Québec	560.3	2.3270	187.0	2.3144	2,356,349	2.5698	598,762	223,335	291,656	154,408	93,424	416,640	111,318	29,491	53,435	110	2.4102	104
SASKATCHEWAN																		
Regina	165.3	.6862	58.2	.7200	792,503	.8643	152,264	59,245	147,621	32,241	39,765	199,899	38,129	4,328	23,069	126	.7196	105
Saskatoon	140.6	.5836	51.4	.6356	700,438	.7639	118,222	51,270	139,564	42,154	34,038	167,244	33,980	1,400	27,566	131	.6183	106
TOTAL ABOVE AREAS	**13,225.4**	**54.9047**	**4,667.8**	**57.7438**	**55,012,848**	**59.9983**	**13,019,702**	**5,399,012**	**8,758,255**	**2,911,344**	**2,052,343**	**10,058,410**	**3,143,759**	**376,961**	**1,698,847**	**109**	**59.0213**	**107**

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The Calgary Herald

CENSUS METROPOLITAN AREA SUMMARIES OF 1980 EFFECTIVE BUYING INCOME

ESTIMATES	$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
PROVINCE Census Metropolitan Area	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
ALBERTA									
Calgary	5,451,104	2.7381	9,882	27,826	4.1	6.6	6.1	27.3	55.9
Edmonton	5,840,190	2.9336	9,532	26,951	3.4	5.5	5.2	22.4	63.5
BRITISH COLUMBIA									
Vancouver	11,741,291	5.8976	9,555	25,664	5.1	4.7	3.8	20.7	65.7
Victoria	2,137,557	1.0737	9,147	22,960	5.8	5.9	5.0	20.4	62.9
MANITOBA									
Winnipeg	4,806,679	2.4142	8,126	22,100	6.1	7.0	6.1	35.8	45.0
NEW BRUNSWICK									
St. John	871,095	.4375	7,187	21,832	4.7	8.2	9.1	31.5	46.5
NEWFOUNDLAND									
St. John's	1,008,477	.5066	6,714	23,898	5.9	10.1	10.3	30.0	43.7
NOVA SCOTIA									
Halifax	2,421,232	1.2163	8,846	26,204	3.6	7.4	7.8	28.2	53.0
ONTARIO									
Hamilton	4,859,043	2.4407	9,067	25,736	5.6	3.6	2.9	19.8	68.1
Kitchener	2,763,845	1.3884	9,705	28,002	3.9	5.8	5.9	29.4	55.0
London	2,813,661	1.4132	9,925	26,951	5.6	5.4	4.8	31.9	52.3
Oshawa	1,411,683	.7091	8,901	27,200	3.5	3.1	3.0	18.0	72.4
Ottawa-Hull	7,545,243	3.7898	10,364	28,909	3.7	5.0	4.7	23.2	63.4
St. Catharines-Niagara	2,611,428	1.3117	8,341	24,002	5.8	5.1	4.1	19.4	65.6
Sudbury	1,177,990	.5916	7,791	24,139	2.7	2.5	2.3	9.5	83.0
Thunder Bay	1,094,985	.5499	8,802	26,259	4.1	2.7	2.6	11.9	78.7
Toronto	27,568,745	13.8480	9,538	27,484	3.7	3.7	4.1	23.2	65.3
Windsor	2,278,122	1.1443	9,091	25,369	5.8	4.6	3.7	11.2	74.7
QUEBEC									
Chicoutimi-Jonquière	872,010	.4380	6,561	22,020	2.1	4.1	4.7	17.1	72.0
Montréal	23,297,148	11.7020	8,495	23,787	4.7	7.4	6.8	29.4	51.7
Québec	4,673,659	2.3474	8,341	24,993	3.3	5.6	6.4	25.9	58.8
SASKATCHEWAN									
Regina	1,286,081	.6460	7,780	22,098	4.6	5.8	6.1	26.8	56.7
Saskatoon	1,084,388	.5447	7,713	21,097	4.6	7.4	6.6	27.8	53.6
TOTAL ABOVE AREAS	**119,615,656**	**60.0624**	**9,044**	**25,626**	**4.4**	**5.5**	**5.2**	**24.9**	**60.0**

YUKON & NORTHWEST TERRITORIES

Yuk.-N.W.T. ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Baffin Region		7.1	.0294	1.4	.0173	18,604	.0203	2,398	1,777	10,652	340	392	124	0	0	0	69	.0210	71
Fort Smith Region		25.0	.1038	6.8	.0841	101,062	.1102	11,054	8,634	48,839	1,576	1,539	9,181	1,913	3,526	2,667	106	.1127	109
Inuvik Region		7.0	.0291	1.7	.0211	14,087	.0153	813	2,491	8,114	0	80	684	116	64	282	53	.0239	82
Keewatin Region		3.9	.0162	.8	.0098	12,464	.0136	0	0	10,585	0	29	77	0	0	0	84	.0114	70
Yukon Territory		21.4	.0888	6.7	.0829	102,285	.1116	24,741	6,287	25,509	1,672	1,142	26,006	4,955	0	1,978	126	.1063	120
Province Totals		64.4	.2673	17.4	.2152	248,502	.2710	39,006	19,189	103,699	3,588	3,182	36,072	6,984	3,590	4,927	101	.2753	103

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* Population: 230,000
Households: 85,300
Personal Dis. Income: $1,938,300,000
Retail Sales: $924,000,000
All major indices above national average.

Source: Canadian Markets, '81

Yuk.-N.W.T.
S&MM ESTIMATES

		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Baffin Region		36,034	.0181	5,075	25,739	11.6	6.9	3.6	10.8	67.1
Fort Smith Region		234,613	.1179	9,385	34,502	5.9	4.8	3.5	13.8	72.0
Inuvik Region		53,205	.0267	7,601	31,297	6.9	6.2	4.4	16.2	66.3
Keewatin Region		16,761	.0084	4,298	20,951	21.1	10.4	5.1	12.0	51.4
Yukon Territory		218,970	.1100	10,232	32,682	3.4	3.0	2.7	9.9	81.0
Province Totals		559,583	.2811	8,689	32,160	6.2	4.7	3.3	12.2	73.6

BRITISH COLUMBIA

B.C.
S&MM ESTIMATES

		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980												SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Alberni-Clayoquot		35.7	.1482	11.8	.1460	130,388	.1422	25,073	7,044	36,194	4,522	5,234	23,970	5,199	3,219	4,294	96	.1470	99
Bulkley-Nechako		36.3	.1507	10.8	.1335	123,601	.1348	32,323	8,160	15,854	4,922	2,554	25,122	8,545	3,951	3,380	89	.1367	91
Capital	535	247.3	1.0265	98.0	1.2119	1,000,531	1.0912	192,260	97,518	237,333	42,120	42,101	158,792	46,916	4,023	32,474	106	1.0990	107
▲Victoria		61.1	.2536	32.2	.3982	649,331	.7082	79,280	65,231	197,600	35,308	33,239	126,860	18,725	837	14,704	279	.4256	168
Cariboo		58.0	.2408	18.0	.2226	247,075	.2695	53,572	23,978	31,280	10,838	4,886	65,581	16,690	2,885	5,872	112	.2373	99
Central Coast		4.2	.0174	1.2	.0149	11,770	.0128	3,723	718	2,349	269	508	153	943	136	393	74	.0135	78
Central Fraser Valley		102.4	.4251	33.5	.4143	318,425	.3473	73,224	16,854	12,991	17,756	19,127	99,225	20,905	2,388	15,916	82	.3406	80
Central Kootenay		51.2	.2125	18.5	.2287	206,061	.2247	55,066	16,672	28,420	7,551	6,560	36,362	11,996	2,964	9,376	106	.2142	101
Central Okanagan	509	86.7	.3599	31.0	.3834	335,822	.3663	79,296	24,346	41,566	18,328	15,978	64,213	18,460	3,072	18,402	102	.3567	99
△Kelowna		57.5	.2367	21.9	.2708	316,528	.3452	71,305	22,977	39,311	18,139	15,812	63,129	15,992	2,992	17,527	145	.2654	111
Columbia-Shuswap		37.1	.1540	12.9	.1595	141,748	.1546	21,392	19,169	23,042	5,967	3,427	27,992	15,527	3,175	3,736	100	.1561	101
Comox-Strathcona		69.3	.2877	23.6	.2919	277,725	.3029	75,855	21,163	32,387	13,966	10,938	48,271	16,974	4,218	12,123	105	.2957	103
Cowichan Valley		54.0	.2241	19.0	.2350	193,027	.2105	60,477	17,174	15,721	8,061	9,011	34,209	13,219	2,407	7,227	94	.2336	104
Dewdney-Alouette		58.3	.2420	18.9	.2337	186,057	.2030	37,013	12,566	26,974	7,953	5,333	54,685	10,531	1,424	8,956	84	.2238	92
East Kootenay		55.2	.2292	18.5	.2288	216,585	.2362	50,060	23,945	20,453	9,381	7,775	45,214	15,073	3,679	7,407	103	.2243	98
Fraser-Cheam		59.9	.2486	21.1	.2609	206,601	.2253	38,922	26,139	25,419	9,701	9,565	40,840	20,733	2,535	9,401	91	.2352	95
Fraser-Fort George	519	87.8	.3645	27.8	.3438	428,814	.4677	68,476	34,983	88,525	12,262	12,889	119,603	25,101	1,114	10,287	128	.4096	112
△Prince George		64.6	.2682	21.7	.2684	395,319	.4312	61,250	30,544	79,055	11,165	12,588	117,988	20,127	884	9,699	161	.3361	125
Greater Vancouver	534	1,136.3	4.7168	427.4	5.2855	5,295,761	5.7758	976,485	650,727	1,131,987	215,819	207,845	1,011,280	241,752	20,424	216,251	122	5.4695	116
New Westminster		34.1	.1416	17.0	.2102	364,502	.3975	28,974	23,843	104,374	12,345	8,286	130,818	8,222	757	8,340	281	.2459	174
North Vancouver		31.1	.1291	15.0	.1855	193,315	.2108	44,947	31,397	16,501	10,520	6,067	44,818	7,905	1,701	9,078	163	.1779	138

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The Vancouver Sun
WEATHER
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B.C. (cont.)
ESTIMATES

POPULATION 12/31/80

RETAIL SALES BY STORE GROUP—1980

SALES/ ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Port Coquitlam		27.1	.1125	8.5	.1051	54,598	.0595	23,691	3,519	2,726	842	2,201	12,867	3,626	585	978	53	.0993	88
▲Vancouver		395.8	1.6430	168.2	2.0801	2,680,143	2.9231	430,347	390,603	519,252	128,631	126,472	618,281	94,485	6,682	117,138	178	2.2482	137
Kitimat-Stikine		**40.3**	**.1673**	**11.6**	**.1434**	**158,352**	**.1733**	**36,021**	**10,741**	**43,337**	**5,470**	**3,577**	**28,183**	**5,447**	**1,591**	**4,497**	**104**	**.1661**	**99**
Kootenay Boundary		**33.9**	**.1407**	**12.1**	**.1497**	**136,820**	**.1492**	**32,153**	**8,136**	**21,801**	**6,169**	**4,787**	**34,908**	**6,594**	**1,368**	**4,767**	**106**	**.1473**	**105**
Mount Waddington		**12.1**	**.0502**	**3.7**	**.0457**	**41,376**	**.0451**	**10,437**	**8,090**	**4,578**	**889**	**300**	**6,877**	**1,240**	**1,189**	**1,727**	**90**	**.0564**	**112**
Nanaimo		**72.1**	**.2993**	**26.8**	**.3314**	**366,770**	**.4000**	**86,153**	**37,006**	**48,613**	**14,782**	**11,524**	**78,099**	**21,155**	**3,150**	**15,042**	**134**	**.3435**	**115**
Nanaimo		43.7	.1814	16.0	.1979	301,910	.3293	66,935	30,830	46,129	12,684	9,553	68,650	14,737	1,161	11,566	182	.2333	129
North Okanagan		**56.9**	**.2362**	**19.4**	**.2400**	**214,574**	**.2341**	**43,517**	**14,882**	**29,524**	**7,265**	**7,591**	**57,587**	**9,211**	**2,793**	**10,930**	**99**	**.2113**	**89**
Okanagan-Similkameen		**61.6**	**.2557**	**23.5**	**.2906**	**261,375**	**.2850**	**62,655**	**32,792**	**21,518**	**12,518**	**8,434**	**51,146**	**17,152**	**5,729**	**12,547**	**111**	**.2640**	**103**
Penticton		24.6	.1021	10.2	.1261	160,652	.1752	33,866	17,945	13,943	8,438	6,539	36,876	9,966	1,213	7,941	2	.1269	124
Peace River-Liard		**50.8**	**.2109**	**15.6**	**.1929**	**222,747**	**.2430**	**37,482**	**22,493**	**33,629**	**5,705**	**7,766**	**60,454**	**13,856**	**1,266**	**6,504**	**5**	**.2238**	**106**
Powell River		**16.9**	**.0701**	**5.8**	**.0717**	**60,054**	**.0655**	**19,600**	**2,083**	**8,765**	**2,560**	**2,346**	**10,259**	**3,677**	**639**	**1,372**	**93**	**.0711**	**101**
Skeena-Queen Charlotte		**26.8**	**.1113**	**8.2**	**.1014**	**106,955**	**.1166**	**27,190**	**12,367**	**17,710**	**6,809**	**3,657**	**13,830**	**3,261**	**334**	**4,000**	**105**	**.1268**	**114**
Squamish-Lillooet		**19.9**	**.0826**	**6.7**	**.0829**	**68,282**	**.0745**	**14,843**	**18,710**	**3,268**	**1,761**	**882**	**13,042**	**4,493**	**956**	**3,143**	**90**	**.0812**	**98**
Stikine		**1.9**	**.0079**	**.6**	**.0074**	**2,869**	**.0031**	**986**	**0**	**849**	**0**	**16**	**36**	**245**	**0**	**138**	**39**	**.0073**	**92**
Sunshine Coast		**13.4**	**.0556**	**5.2**	**.0643**	**41,667**	**.0455**	**14,579**	**3,291**	**4,038**	**1,798**	**892**	**4,506**	**2,347**	**172**	**3,113**	**82**	**.0476**	**86**
Thompson-Nicola	**.508**	**100.7**	**.4180**	**33.9**	**.4192**	**495,140**	**.5400**	**89,358**	**57,632**	**80,970**	**20,703**	**13,468**	**112,292**	**38,319**	**2,895**	**13,920**	**129**	**.4704**	**113**
△Kamloops		65.5	.2719	23.0	.2844	350,359	.3821	67,254	36,867	37,738	18,006	10,654	100,620	17,491	1,804	10,530	141	.3392	125
Province Totals		**2,687.0**	**11.1538**	**965.1**	**11.9350**	**11,497,472**	**12.5397**	**2,318,201**	**1,229,379**	**2,089,095**	**475,845**	**428,971**	**2,326,731**	**615,561**	**83,696**	**447,195**	**112**	**12.0096**	**108**

B.C.
ESTIMATES

EFFECTIVE BUYING INCOME—1980

% of Households by EBI Group:
(A) $0–$4,999
(B) $5,000–$7,999
(C) $8,000–$9,999
(D) $10,000–$14,999
(E) $15,000 & Over

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Alberni-Clayoquot		**297,574**	**.1495**	**8,335**	**25,218**	**5.5**	**2.6**	**1.9**	**16.0**	**74.0**
Bulkley-Nechako		**263,153**	**.1322**	**7,249**	**24,366**	**5.1**	**8.9**	**6.1**	**20.7**	**59.2**
Capital	**.535**	**2,254,979**	**1.1327**	**9,118**	**23,010**	**5.8**	**5.9**	**5.0**	**20.3**	**63.0**
▲Victoria		646,470	.3247	10,581	20,077	7.1	3.3	2.1	23.2	64.3
Cariboo		**430,682**	**.2163**	**7,426**	**23,927**	**6.3**	**8.3**	**6.7**	**16.4**	**62.3**
Central Coast		**24,776**	**.0125**	**5,899**	**20,647**	**13.3**	**10.8**	**8.5**	**22.1**	**45.3**
Central Fraser Valley		**602,743**	**.3027**	**5,886**	**17,992**	**6.2**	**6.0**	**4.2**	**17.8**	**65.8**
Central Kootenay		**415,499**	**.2087**	**8,115**	**22,459**	**10.2**	**13.0**	**7.6**	**19.5**	**49.7**
Central Okanagan	**.509**	**695,921**	**.3496**	**8,027**	**22,449**	**6.5**	**8.3**	**6.5**	**20.8**	**57.9**
△Kelowna		454,314	.2282	7,901	20,745	7.7	7.8	5.7	25.9	52.9
Columbia-Shuswap		**314,191**	**.1578**	**8,469**	**24,356**	**5.9**	**4.0**	**3.2**	**7.7**	**79.2**
Comox-Strathcona		**586,578**	**.2947**	**8,464**	**24,855**	**6.8**	**6.6**	**3.8**	**26.7**	**56.1**
Cowichan Valley		**500,283**	**.2513**	**9,265**	**26,331**	**5.4**	**7.2**	**6.2**	**13.9**	**67.3**
Dewdney-Alouette		**455,888**	**.2289**	**7,820**	**24,121**	**7.9**	**8.6**	**6.0**	**14.3**	**63.2**
East Kootenay		**428,235**	**.2152**	**7,738**	**23,148**	**4.1**	**4.7**	**4.8**	**14.4**	**72.0**
Fraser-Cheam		**469,320**	**.2357**	**7,835**	**22,243**	**10.6**	**7.9**	**6.5**	**22.4**	**52.6**
Fraser-Fort George	**.519**	**781,880**	**.3927**	**8,905**	**28,125**	**2.6**	**4.5**	**4.6**	**19.4**	**68.9**
△Prince George		609,592	.3062	9,436	28,092	2.9	3.3	3.1	18.4	72.3
Greater Vancouver	**.534**	**11,122,335**	**5.5869**	**9,788**	**26,023**	**5.0**	**4.5**	**3.7**	**21.0**	**65.8**
New Westminster		391,366	.1966	11,477	23,022	7.9	5.8	3.8	15.5	67.0
North Vancouver		353,566	.1776	11,369	23,571	6.0	5.7	4.5	28.6	55.2
Port Coquitlam		234,552	.1178	8,655	27,594	3.3	4.6	5.3	30.5	56.3
▲Vancouver		4,151,632	2.0854	10,489	24,683	6.7	5.2	3.9	19.4	64.8
Kitimat-Stikine		**321,482**	**.1615**	**7,977**	**27,714**	**2.3**	**5.3**	**3.3**	**14.2**	**74.9**
Kootenay Boundary		**295,939**	**.1486**	**8,730**	**24,458**	**6.3**	**4.5**	**3.7**	**9.7**	**75.8**
Mount Waddington		**130,733**	**.0657**	**10,804**	**35,333**	**2.4**	**4.9**	**7.6**	**17.3**	**67.8**
Nanaimo		**651,359**	**.3272**	**9,034**	**24,304**	**6.5**	**9.0**	**6.6**	**26.5**	**51.4**
Nanaimo		391,017	.1964	8,948	24,439	5.0	7.4	4.0	22.8	60.8
North Okanagan		**373,959**	**.1878**	**6,572**	**19,276**	**6.9**	**8.5**	**5.9**	**23.3**	**55.4**
Okanagan-Similkameen		**507,167**	**.2548**	**8,233**	**21,582**	**8.7**	**9.3**	**5.3**	**21.9**	**54.8**
Penticton		214,688	.1078	8,727	21,048	9.5	6.4	5.6	21.4	57.1
Peace River-Liard		**432,816**	**.2174**	**8,520**	**27,745**	**4.7**	**6.5**	**3.7**	**26.5**	**58.6**
Powell River		**149,278**	**.0750**	**8,833**	**25,738**	**12.7**	**7.3**	**7.1**	**14.5**	**58.4**
Skeena-Queen Charlotte		**276,824**	**.1390**	**10,329**	**33,759**	**1.1**	**2.4**	**4.5**	**8.5**	**83.5**
Squamish-Lillooet		**168,416**	**.0846**	**8,463**	**25,137**	**2.9**	**7.1**	**14.3**	**13.3**	**62.4**
Stikine		**19,163**	**.0096**	**10,086**	**31,938**	**2.0**	**.0**	**.2**	**9.0**	**88.8**
Sunshine Coast		**90,731**	**.0456**	**6,771**	**17,448**	**11.3**	**11.2**	**5.3**	**25.2**	**47.0**
Thompson-Nicola	**.508**	**894,892**	**.4495**	**8,887**	**26,398**	**6.2**	**5.0**	**5.1**	**23.2**	**60.5**
△Kamloops		677,449	.3403	10,343	29,454	3.3	3.1	3.6	24.2	65.8
Province Totals		**23,956,796**	**12.0337**	**8,916**	**24,823**	**5.7**	**5.8**	**4.6**	**20.1**	**63.8**

ALBERTA

Alta.
ESTIMATES

POPULATION 12/31/80

RETAIL SALES BY STORE GROUP—1980

SALES/ ADVERTISING INDEXES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		**59.1**	**.2453**	**19.8**	**.2449**	**258,660**	**.2821**	**53,078**	**23,442**	**36,440**	**17,040**	**12,384**	**55,538**	**15,260**	**2,936**	**6,480**	**115**	**.2594**	**106**
Medicine Hat		42.8	.1777	15.7	.1942	228,352	.2491	45,081	20,708	34,810	15,884	11,880	50,576	10,552	1,871	6,010	140	.1979	111
Division 2		**108.2**	**.4492**	**35.5**	**.4390**	**517,965**	**.5649**	**92,935**	**38,350**	**97,301**	**29,856**	**22,358**	**126,756**	**21,508**	**3,237**	**13,137**	**126**	**.4821**	**107**
Lethbridge		52.9	.2196	19.5	.2411	367,879	.4012	65,599	27,028	79,325	25,666	18,778	71,243	12,329	2,077	10,286	183	.2936	134
Division 3		**36.3**	**.1506**	**10.4**	**.1286**	**94,407**	**.1030**	**16,762**	**9,630**	**14,099**	**4,684**	**4,520**	**22,258**	**5,629**	**2,224**	**3,087**	**68**	**.1175**	**78**
Division 4		**12.2**	**.0507**	**4.0**	**.0495**	**47,427**	**.0517**	**6,563**	**2,610**	**8,076**	**2,001**	**949**	**15,568**	**2,626**	**906**	**1,450**	**102**	**.0605**	**119**
Division 5		**38.6**	**.1602**	**11.8**	**.1459**	**103,796**	**.1132**	**17,014**	**8,915**	**19,203**	**4,351**	**2,130**	**25,922**	**7,273**	**2,735**	**4,377**	**71**	**.1358**	**85**
Division 6	**.502**	**618.4**	**2.5670**	**215.3**	**2.6625**	**3,429,619**	**3.7405**	**622,726**	**286,001**	**689,208**	**196,885**	**144,256**	**798,441**	**176,625**	**10,130**	**69,295**	**146**	**3.1433**	**122**
▲Calgary		551.6	2.2897	195.9	2.4226	3,255,878	3.5510	592,559	268,543	661,090	182,074	140,435	752,224	160,294	4,956	67,042	155	2.8923	126
Division 7		**39.6**	**.1644**	**13.1**	**.1621**	**127,908**	**.1395**	**18,444**	**11,627**	**20,267**	**6,992**	**3,808**	**33,564**	**7,050**	**4,250**	**4,098**	**85**	**.1568**	**95**
Division 8		**126.3**	**.5243**	**40.6**	**.5020**	**569,849**	**.6215**	**77,830**	**38,684**	**94,590**	**22,380**	**14,987**	**172,565**	**34,205**	**7,627**	**15,581**	**119**	**.5542**	**106**
Red Deer		45.1	.1872	15.7	.1942	314,782	.3433	35,905	18,909	55,954	12,488	7,889	115,590	6,821	3,343	10,231	183	.2543	136
Division 9		**19.2**	**.0797**	**6.5**	**.0804**	**94,510**	**.1031**	**23,269**	**19,365**	**8,626**	**4,810**	**1,559**	**11,688**	**8,265**	**760**	**3,520**	**129**	**.0835**	**105**
Division 10		**78.3**	**.3250**	**26.1**	**.3228**	**274,060**	**.2989**	**42,415**	**22,021**	**47,099**	**15,029**	**7,950**	**73,135**	**15,595**	**4,890**	**7,780**	**92**	**.3103**	**95**
Division 11	**.504**	**711.3**	**2.9526**	**244.1**	**3.0187**	**3,626,298**	**3.9550**	**616,177**	**251,190**	**767,011**	**169,087**	**129,005**	**877,887**	**163,464**	**19,749**	**118,525**	**134**	**3.4105**	**116**
▲Edmonton		481.2	1.9975	179.6	2.2210	2,788,362	3.0411	566,487	250,383	755,562	163,874	123,457	161,849	136,715	12,861	113,616	152	2.5296	127
St. Albert		43.0	.1785	12.4	.1533	30,873	.0337	5,605	780	937	1,188	1,035	8,241	2,351	168	1,574	19	.1452	81
Division 12		**88.1**	**.3657**	**25.1**	**.3104**	**240,944**	**.2628**	**47,605**	**13,280**	**52,460**	**7,834**	**6,349**	**59,128**	**11,866**	**4,390**	**8,136**	**72**	**.3150**	**86**
Division 13		**52.9**	**.2196**	**17.0**	**.2102**	**177,298**	**.1934**	**34,860**	**15,735**	**27,961**	**7,893**	**2,408**	**46,467**	**9,953**	**3,601**	**5,417**	**88**	**.2147**	**98**
Division 14		**22.0**	**.0913**	**7.1**	**.0878**	**92,165**	**.1005**	**19,483**	**17,026**	**12,713**	**3,361**	**1,792**	**16,307**	**6,601**	**1,939**	**3,723**	**110**	**.0867**	**95**
Division 15		**125.4**	**.5206**	**36.9**	**.4563**	**448,145**	**.4888**	**68,329**	**44,457**	**104,394**	**17,681**	**9,680**	**101,751**	**28,645**	**4,614**	**10,701**	**94**	**.5098**	**98**
Province Totals		**2,135.9**	**8.8662**	**713.3**	**8.8211**	**10,103,051**	**11.0189**	**1,757,490**	**802,333**	**1,999,448**	**509,884**	**364,135**	**2,436,975**	**514,565**	**73,988**	**275,307**	**124**	**9.8401**	**111**

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Alta. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		500,269	.2513	8,465	25,266	3.0	6.2	5.1	24.9	60.8
Medicine Hat		348,829	.1752	8,150	22,218	3.0	6.4	5.1	23.0	62.5
Division 2		887,221	.4456	8,200	24,992	5.2	7.1	7.0	24.5	56.2
Lethbridge		514,841	.2586	9,732	26,402	4.6	6.4	6.3	26.2	56.5
Division 3		224,739	.1129	6,191	21,610	4.4	7.7	5.5	40.4	42.0
Division 4		138,581	.0696	11,359	34,645	3.8	8.7	5.1	12.0	70.4
Division 5		277,857	.1396	7,198	23,547	5.6	10.1	9.0	20.8	54.5
Division 6	502	6,003,741	3.0157	9,709	27,885	4.6	6.8	6.1	26.8	55.7
▲Calgary		5,451,104	2.7381	9,882	27,826	4.1	6.6	6.1	27.3	55.9
Division 7		326,511	.1641	8,245	24,925	5.6	8.3	6.9	25.7	53.5
Division 8		1,046,608	.5257	8,287	25,779	5.1	6.2	5.6	24.0	59.1
Red Deer		453,197	.2276	10,049	28,866	3.1	5.0	5.5	28.1	58.3
Division 9		146,097	.0734	7,609	22,476	6.0	8.1	3.5	12.1	70.3
Division 10		619,539	.3112	7,912	23,737	8.5	7.7	6.2	24.6	53.0
Division 11	504	6,503,935	3.2669	9,144	26,645	3.6	5.6	5.3	22.4	63.1
▲Edmonton		4,848,663	2.4355	10,076	26,997	3.4	5.6	5.2	22.0	63.8
St. Albert		395,793	.1988	9,204	31,919	1.0	3.4	4.1	26.7	64.8
Division 12		648,603	.3258	7,362	25,841	6.3	10.7	12.1	13.4	57.5
Division 13		449,213	.2257	8,492	26,424	5.7	4.6	6.0	14.5	69.2
Division 14		152,960	.0768	6,953	21,544	3.7	4.1	3.7	4.5	84.0
Division 15		1,031,252	.5180	8,224	27,947	4.0	4.9	5.0	14.1	72.0
Province Totals		18,957,126	9.5223	8,875	26,577	4.5	6.4	6.0	23.1	60.0

SASKATCHEWAN

Sask. S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1		33.3	.1383	11.6	.1434	108,689	.1185	16,902	8,769	23,308	2,735	4,694	29,574	6,339	1,758	3,718	86	.1365	99
Division 2		27.0	.1121	9.5	.1175	86,147	.0939	15,627	5,228	17,446	2,856	5,506	25,801	4,595	650	1,814	84	.1142	102
Division 3		20.5	.0850	7.2	.0890	69,397	.0757	10,940	4,425	13,178	1,896	1,921	21,633	3,814	1,517	2,919	89	.0956	112
Division 4		14.6	.0607	4.8	.0594	54,487	.0595	8,236	4,465	11,892	2,079	1,991	13,591	3,937	448	2,003	98	.0652	107
Division 5		42.1	.1747	14.6	.1806	126,022	.1374	35,110	10,475	18,214	3,544	3,784	24,733	8,901	2,648	4,827	79	.1505	86
Division 6	521	200.9	.8340	69.5	.8594	881,206	.9611	174,988	72,072	156,802	34,331	40,847	221,984	49,110	5,883	25,523	115	.8437	101
▲Regina		163.7	.6795	57.7	.7136	788,421	.8599	151,219	58,655	147,199	32,145	39,716	198,883	37,624	4,257	22,957	127	.7139	105
Division 7		51.9	.2154	18.3	.2263	241,103	.2630	63,578	13,550	44,027	7,688	10,386	47,188	11,290	3,450	4,358	122	.2278	106
Moose Jaw		33.6	.1395	13.1	.1620	176,378	.1924	29,977	9,540	34,335	7,064	5,857	42,565	6,031	2,168	3,437	138	.1628	117
Division 8		34.2	.1420	11.8	.1460	136,111	.1484	19,340	10,832	19,562	4,679	6,438	51,031	9,318	1,075	3,752	105	.1495	105
Division 9		47.0	.1951	16.4	.2028	156,229	.1704	27,566	12,966	31,653	8,009	7,345	41,270	9,534	1,754	3,313	87	.1775	91
Division 10		28.0	.1162	9.3	.1150	59,903	.0653	9,066	6,748	13,362	1,985	1,449	14,280	5,527	999	2,564	56	.0843	73
Division 11	526	178.8	.7422	62.4	.7717	785,113	.8563	136,576	60,739	151,915	44,869	34,393	192,451	42,975	3,383	29,697	115	.7470	101
▲Saskatoon		140.6	.5836	51.4	.6356	700,438	.7639	118,222	51,270	139,564	42,154	34,038	167,244	33,980	1,400	27,566	131	.6183	106
Division 12		26.1	.1083	8.7	.1076	79,661	.0869	18,100	7,598	13,435	2,524	3,518	16,404	5,683	949	1,859	80	.1144	106
Division 13		28.3	.1175	9.2	.1137	107,163	.1169	19,798	8,726	19,916	4,386	3,536	33,595	5,101	909	3,166	99	.1379	117
Division 14		50.4	.2092	16.6	.2053	157,841	.1721	24,656	9,300	33,144	7,834	5,812	52,467	7,886	1,132	4,963	82	.1716	82
Division 15		82.1	.3408	26.0	.3215	287,667	.3138	53,808	17,589	48,419	9,788	11,547	91,017	14,597	2,537	8,190	92	.3028	89
Prince Albert		30.4	.1262	10.8	.1336	157,711	.1720	31,521	8,053	24,359	7,853	10,036	45,333	7,074	273	4,576	136	.1341	106
Division 16		44.3	.1839	14.0	.1732	141,408	.1542	22,760	10,201	29,024	4,427	7,938	40,284	9,620	881	2,911	84	.1484	81
Division 17		38.9	.1615	11.6	.1434	102,648	.1119	18,164	4,702	28,115	3,935	3,302	24,938	6,635	556	2,977	69	.1316	81
Division 18		27.5	.1141	6.1	.0755	56,609	.0618	12,149	5,547	20,602	454	210	8,513	2,313	223	1,224	54	.0643	56
Province Totals		975.9	4.0510	327.6	4.0513	3,637,404	3.9671	687,364	273,932	694,014	148,019	154,617	950,754	207,175	30,752	109,778	98	3.86[illegible]8	95

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ESTIMATES

County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
Division 1		291,585	.1465	8,756	25,137	5.5	7.2	6.8	28.6	51.9
Division 2		253,455	.1273	9,387	26,679	5.5	9.7	7.4	35.8	41.6
Division 3		222,406	.1117	10,849	30,890	9.7	12.2	8.9	26.9	42.3
Division 4		140,238	.0705	9,605	29,216	4.9	4.7	4.9	28.2	57.3
Division 5		296,464	.1489	7,042	20,306	6.4	10.8	7.5	17.6	57.7
Division 6	.521	1,546,799	.7770	7,699	22,256	4.9	6.1	6.5	28.1	54.4
▲Regina		1,274,082	.6400	7,783	22,081	4.5	5.8	6.1	26.8	56.8
Division 7		421,470	.2117	8,121	23,031	6.6	7.9	6.9	25.6	53.0
Moose Jaw		307,296	.1544	9,146	23,458	4.5	6.4	5.6	24.0	59.5
Division 8		304,580	.1530	8,906	25,812	4.4	9.3	8.0	28.5	49.8
Division 9		348,085	.1748	7,406	21,225	8.8	11.8	11.2	29.9	38.3
Division 10		164,994	.0829	5,893	17,741	12.1	9.2	11.0	34.4	33.3
Division 11	.526	1,360,293	.6833	7,608	21,800	5.3	7.9	6.7	27.7	52.4
▲Saskatoon		1,084,388	.5447	7,713	21,097	4.6	7.4	6.6	27.8	53.6
Division 12		265,477	.1333	10,172	30,515	8.9	7.6	5.5	17.7	60.3
Division 13		315,833	.1587	11,160	34,330	3.7	5.7	5.3	13.8	71.5
Division 14		311,163	.1563	6,174	18,745	5.0	7.6	7.8	15.0	64.6
Division 15		559,391	.2810	6,814	21,515	6.9	9.6	9.3	19.0	55.2
Prince Albert		228,075	.1146	7,502	21,118	6.5	7.7	6.8	18.0	61.0
Division 16		260,580	.1309	5,882	18,613	8.3	9.4	9.9	29.8	42.6
Division 17		261,727	.1314	6,728	22,563	7.3	9.6	10.3	31.6	41.2
Division 18		90,697	.0456	3,298	14,868	4.2	2.7	1.9	6.1	85.1
Province Totals		7,415,237	3.7248	7,598	22,635	6.1	8.1	7.5	25.6	52.7

MANITOBA

Man.

ESTIMATES

County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
Division 1		15.6	.0648	5.2	.0643	31,896	.0348	7,543	6,023	7,143	140	388	4,539	2,313	505	1,178	54	.0472	74
Division 2		38.7	.1606	10.9	.1348	102,617	.1119	14,144	8,071	11,831	3,645	2,967	45,251	4,213	1,292	3,121	70	.1287	80
Division 3		35.8	.1486	11.1	.1372	104,517	.1140	19,673	5,570	20,193	4,901	3,339	32,154	4,606	2,330	4,079	77	.1263	85
Division 4		11.5	.0478	3.9	.0483	16,621	.0181	5,126	1,461	2,142	519	1,068	3,426	883	310	640	38	.0338	71
Division 5		18.1	.0751	6.0	.0742	44,256	.0483	8,673	2,053	4,728	2,084	2,154	14,888	1,570	811	2,140	64	.0631	84
Division 6		9.9	.0411	3.2	.0395	25,320	.0276	6,783	2,524	3,980	1,311	943	4,907	1,681	335	1,074	67	.0371	90
Division 7		52.2	.2167	18.0	.2226	243,560	.2656	43,932	21,162	53,835	11,960	8,223	59,494	11,330	2,730	5,698	123	.2389	110
Brandon		34.8	.1445	13.0	.1608	179,452	.1957	30,518	12,198	39,996	10,465	6,112	47,808	4,943	1,103	5,217	135	.1647	114
Division 8		14.9	.0618	4.6	.0569	23,088	.0252	4,716	2,858	4,469	524	843	5,884	1,497	334	312	41	.0381	62
Division 9		22.3	.0926	7.0	.0866	77,114	.0841	16,606	10,063	10,790	3,641	2,451	17,839	3,897	693	2,224	91	.0894	97
Division 10		7.2	.0299	1.8	.0222	9,127	.0100	1,037	1,431	2,022	0	227	2,574	577	84	233	33	.0208	70
Division 11	.537	571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
▲Winnipeg		571.8	2.3736	211.6	2.6168	2,224,499	2.4261	537,410	214,429	478,775	86,815	59,281	398,165	89,847	5,339	63,152	102	2.3799	100
Division 12		15.3	.0635	4.9	.0606	31,512	.0344	7,397	7,583	949	527	1,544	6,270	1,413	578	1,923	54	.0426	67
Division 13		31.0	.1287	9.6	.1187	70,422	.0768	24,011	3,444	3,704	4,319	2,932	11,312	4,957	1,354	5,453	60	.1013	79
Division 14		13.7	.0568	4.0	.0495	23,537	.0257	9,127	2,287	3,086	138	402	725	2,104	906	3,672	45	.0513	90
Division 15		25.9	.1075	9.2	.1138	76,494	.0834	14,545	4,774	15,049	3,994	1,512	21,178	4,546	2,148	4,127	78	.0834	78
Division 16		10.9	.0453	3.8	.0470	17,805	.0194	4,628	1,187	3,321	941	662	3,939	831	250	579	43	.0319	70
Division 17		28.3	.1175	9.9	.1224	86,801	.0947	18,047	5,571	19,578	3,400	2,870	22,573	4,713	566	1,941	81	.0910	77
Division 18		18.5	.0767	6.1	.0754	38,387	.0419	9,240	2,804	9,559	641	888	6,975	2,357	1,937	1,644	55	.0629	82
Division 19		14.3	.0594	2.8	.0347	17,658	.0192	3,620	2,240	6,080	255	270	2,689	794	368	276	32	.0294	49
Division 20		12.3	.0511	4.2	.0519	32,903	.0359	5,161	2,327	11,286	1,292	693	6,354	2,171	484	1,262	70	.0383	75
Division 21		21.8	.0905	6.5	.0804	85,499	.0932	15,378	6,195	23,086	5,174	2,921	13,731	2,885	1,048	3,392	103	.1002	111
Division 22		27.7	.1149	6.4	.0791	73,674	.0804	18,654	6,850	18,010	1,607	1,113	11,716	3,227	383	2,765	70	.1023	89
Division 23		10.3	.0428	2.5	.0309	21,429	.0234	3,455	2,606	11,357	341	234	1,624	386	80	321	55	.0383	89
Province Totals		1,028.0	4.2673	353.2	4.3678	3,478,736	3.7941	798,906	323,513	724,973	138,169	97,925	698,207	152,798	24,865	111,206	89	3.9768	93

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Man. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1		**97,685**	**.0490**	**6,262**	**18,786**	**6.6**	**3.4**	**2.4**	**18.2**	**69.4**
Division 2		**250,789**	**.1260**	**6,480**	**23,008**	**7.9**	**7.8**	**7.5**	**22.3**	**54.5**
Division 3		**248,081**	**.1246**	**6,930**	**22,350**	**11.7**	**6.3**	**10.9**	**19.1**	**52.0**
Division 4		**75,158**	**.0378**	**6,535**	**19,271**	**8.3**	**9.9**	**11.1**	**10.8**	**59.9**
Division 5		**133,699**	**.0671**	**7,387**	**22,283**	**12.4**	**15.7**	**16.9**	**9.9**	**45.1**
Division 6		**81,783**	**.0411**	**8,261**	**25,557**	**5.0**	**13.7**	**11.3**	**35.5**	**34.5**
Division 7		**461,291**	**.2317**	**8,837**	**25,627**	**6.8**	**12.4**	**16.0**	**19.7**	**45.1**
Brandon		306,780	.1541	8,816	23,598	5.8	11.5	14.3	19.4	49.0
Division 8		**72,624**	**.0365**	**4,874**	**15,788**	**38.5**	**8.5**	**10.7**	**19.0**	**23.3**
Division 9		**181,962**	**.0914**	**8,160**	**25,995**	**5.5**	**8.3**	**10.9**	**33.5**	**41.8**
Division 10		**46,928**	**.0236**	**6,518**	**26,071**	**4.8**	**5.1**	**2.8**	**36.5**	**50.8**
Division 11	**537**	**4,687,547**	**2.3546**	**8,198**	**22,153**	**6.0**	**7.0**	**6.1**	**35.9**	**45.0**
▲Winnipeg		4,687,547	2.3546	8,198	22,153	6.0	7.0	6.1	35.9	45.0
Division 12		**78,232**	**.0393**	**5,113**	**15,966**	**11.2**	**5.0**	**6.2**	**30.0**	**47.6**
Division 13		**209,152**	**.1050**	**6,747**	**21,787**	**8.0**	**6.8**	**4.3**	**42.9**	**38.0**
Division 14		**128,473**	**.0646**	**9,378**	**32,118**	**8.9**	**9.7**	**8.2**	**17.4**	**55.8**
Division 15		**146,194**	**.0734**	**5,645**	**15,891**	**14.6**	**14.2**	**9.8**	**30.3**	**31.1**
Division 16		**68,128**	**.0342**	**6,250**	**17,928**	**19.8**	**19.2**	**15.3**	**15.0**	**30.7**
Division 17		**155,639**	**.0782**	**5,500**	**15,721**	**4.8**	**27.2**	**11.2**	**32.3**	**24.5**
Division 18		**139,522**	**.0701**	**7,542**	**22,872**	**10.9**	**6.1**	**6.7**	**30.7**	**45.6**
Division 19		**46,674**	**.0234**	**3,264**	**16,669**	**5.4**	**10.1**	**3.1**	**10.1**	**71.3**
Division 20		**68,843**	**.0346**	**5,597**	**16,391**	**10.5**	**21.1**	**10.7**	**22.8**	**34.9**
Division 21		**215,395**	**.1082**	**9,881**	**33,138**	**2.4**	**4.9**	**5.0**	**9.3**	**78.4**
Division 22		**219,915**	**.1105**	**7,939**	**34,362**	**1.0**	**1.6**	**1.9**	**7.9**	**87.6**
Division 23		**90,820**	**.0456**	**8,817**	**36,328**	**2.2**	**5.6**	**5.0**	**16.4**	**70.8**
Province Totals		**7,904,534**	**3.9705**	**7,689**	**22,380**	**7.3**	**8.4**	**7.4**	**30.7**	**46.2**

ONTARIO

Ont. S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Algoma Terr. Dist.	**527**	**136.3**	**.5658**	**42.9**	**.5306**	**474,098**	**.5171**	**125,005**	**42,780**	**75,916**	**21,640**	**15,986**	**61,027**	**34,828**	**3,530**	**12,942**	**91**	**.5368**	**95**
△Sault Ste. Marie		80.8	.3354	26.9	.3327	345,698	.3770	90,211	25,723	58,273	17,849	13,199	50,007	19,042	1,993	9,027	112	.3660	109
Brant	**501**	**104.8**	**.4350**	**36.4**	**.4501**	**338,997**	**.3697**	**85,277**	**24,933**	**44,144**	**20,996**	**18,573**	**60,443**	**22,845**	**1,693**	**8,598**	**85**	**.4293**	**99**
△Brantford		71.5	.2968	26.5	.3277	252,067	.2749	71,165	18,806	26,454	17,841	11,985	48,794	13,525	1,163	6,313	93	.3079	104
Bruce		**65.4**	**.2715**	**21.3**	**.2634**	**227,924**	**.2486**	**56,024**	**20,784**	**17,729**	**10,092**	**10,189**	**41,463**	**20,210**	**4,857**	**8,687**	**92**	**.2676**	**99**
Cochrane Terr. Dist.		**96.2**	**.3993**	**30.0**	**.3710**	**306,553**	**.3343**	**82,273**	**25,234**	**40,598**	**17,923**	**11,670**	**52,177**	**19,305**	**3,937**	**8,944**	**84**	**.3369**	**84**
Timmins		45.6	.1893	15.5	.1917	141,543	.1544	44,102	11,866	15,319	10,338	6,439	20,967	6,608	1,489	4,158	82	.1559	82
Dufferin		**32.4**	**.1345**	**9.8**	**.1212**	**89,192**	**.0973**	**25,771**	**6,652**	**5,535**	**4,454**	**3,357**	**18,654**	**9,011**	**873**	**3,015**	**72**	**.1082**	**80**
Dundas		**19.9**	**.0826**	**6.4**	**.0792**	**50,602**	**.0552**	**10,840**	**4,358**	**3,225**	**1,412**	**1,293**	**14,894**	**7,751**	**289**	**1,047**	**67**	**.0730**	**88**
Durham Reg. Mun.	**516**	**294.1**	**1.2208**	**92.7**	**1.1463**	**1,129,576**	**1.2319**	**269,321**	**81,093**	**185,295**	**40,318**	**27,426**	**199,866**	**85,821**	**18,398**	**29,937**	**101**	**1.3593**	**111**
Ajax		26.3	.1092	8.3	.1026	81,843	.0893	28,504	5,484	10,750	3,352	2,633	12,168	4,834	449	2,594	82	.1171	107
Newcastle		39.4	.1636	11.6	.1435	106,385	.1160	30,449	11,731	5,976	2,946	3,532	24,044	9,338	611	3,247	71	.1489	91
△Oshawa		126.3	.5243	41.6	.5145	558,372	.6090	132,602	37,107	119,974	27,851	15,554	93,553	23,012	10,506	13,550	116	.5673	108
Pickering		31.3	.1299	9.1	.1125	41,862	.0457	13,864	5,187	1,702	574	1,541	5,460	2,019	103	2,221	35	.1167	90
Whitby		32.3	.1341	10.3	.1274	209,233	.2282	48,292	11,365	40,401	4,249	3,010	50,657	21,525	1,942	4,711	170	.1701	127
Elgin		**70.6**	**.2931**	**23.5**	**.2907**	**222,054**	**.2422**	**52,699**	**16,822**	**16,312**	**9,822**	**8,244**	**59,779**	**21,197**	**1,672**	**5,168**	**83**	**.2754**	**94**
St. Thomas		28.2	.1171	10.5	.1298	124,499	.1358	31,308	8,408	11,353	7,081	4,480	31,250	6,759	712	3,378	116	.1307	112
Essex	**536**	**319.6**	**1.3267**	**110.1**	**1.3615**	**1,190,683**	**1.2986**	**286,293**	**115,383**	**165,804**	**66,554**	**57,044**	**215,316**	**76,726**	**6,341**	**40,411**	**98**	**1.3561**	**102**
▲Windsor		194.4	.8070	73.3	.9065	911,028	.9936	218,676	92,154	150,917	56,875	44,478	149,183	54,592	2,865	29,787	123	.9265	115
Frontenac	**510**	**114.4**	**.4749**	**39.9**	**.4934**	**480,586**	**.5242**	**113,754**	**32,691**	**75,312**	**26,128**	**18,820**	**82,066**	**41,204**	**1,513**	**15,311**	**110**	**.5104**	**107**
△Kingston		54.2	.2250	22.9	.2832	321,779	.3509	79,586	29,975	39,994	24,798	14,662	48,921	20,806	1,204	11,571	156	.3027	135
Glengarry		**20.8**	**.0863**	**6.5**	**.0804**	**50,038**	**.0546**	**11,593**	**5,963**	**2,449**	**2,228**	**1,070**	**12,402**	**5,372**	**664**	**948**	**63**	**.0726**	**84**
Grenville		**28.3**	**.1175**	**9.3**	**.1150**	**72,543**	**.0791**	**18,350**	**6,583**	**6,764**	**2,867**	**3,886**	**13,402**	**8,061**	**870**	**2,104**	**67**	**.0897**	**76**
Grey		**75.9**	**.3150**	**26.1**	**.3228**	**282,415**	**.3080**	**66,206**	**18,909**	**33,731**	**14,225**	**13,758**	**59,206**	**24,109**	**4,466**	**10,339**	**98**	**.2950**	**94**

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Ont. (cont.)

S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/80						RETAIL SALES BY STORE GROUP—1980									SALES/ ADVERTISING INDEXES		
		Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Haldimand-Norfolk Reg. Mun.		**89.2**	**.3703**	**29.4**	**.3636**	**323,554**	**.3529**	**80,178**	**24,309**	**21,933**	**14,832**	**13,309**	**85,633**	**23,134**	**3,954**	**9,327**	**95**	**.3563**	**96**
Haliburton		**11.6**	**.0482**	**4.1**	**.0507**	**49,715**	**.0542**	**11,333**	**615**	**7,715**	**1,459**	**1,396**	**8,553**	**6,194**	**221**	**2,293**	**112**	**.0503**	**104**
Halton Reg. Mun.	**532**	**247.1**	**1.0257**	**79.7**	**.9856**	**987,984**	**1.0776**	**241,545**	**78,943**	**95,656**	**49,068**	**31,239**	**237,636**	**75,217**	**5,482**	**42,978**	**105**	**1.2361**	**121**
Burlington		113.0	.4691	37.6	.4650	465,835	.5081	120,259	31,972	62,855	25,547	11,999	102,017	33,790	2,045	19,265	108	.5685	121
Halton Hills		34.3	.1424	10.4	.1286	112,747	.1230	26,355	13,351	7,185	5,279	4,936	30,167	5,176	866	4,816	86	.1586	111
Milton		27.2	.1129	8.2	.1014	64,464	.0703	14,521	6,578	1,451	3,098	1,004	20,669	6,112	194	2,554	62	.1179	104
Oakville		72.6	.3014	23.5	.2906	344,938	.3762	80,410	27,042	24,165	15,144	13,300	84,783	30,139	2,377	16,343	125	.3910	130
Hamilton-Wentworth Reg. Mun.	**507**	**407.6**	**1.6919**	**146.6**	**1.8129**	**1,528,233**	**1.6667**	**402,929**	**123,113**	**258,294**	**69,062**	**63,069**	**225,922**	**105,332**	**8,063**	**50,426**	**99**	**1.6974**	**100**
▲Hamilton		309.5	1.2847	116.5	1.4407	1,315,085	1.4343	310,667	106,158	242,595	63,173	58,085	211,996	86,836	6,084	40,155	112	1.3419	104
Stoney Creek		32.0	.1328	10.4	.1286	71,237	.0777	27,845	11,279	1,359	1,270	1,119	13,152	5,569	185	2,020	59	.1137	86
Hastings		**108.1**	**.4488**	**36.8**	**.4551**	**422,250**	**.4606**	**96,838**	**29,199**	**48,790**	**19,154**	**14,522**	**100,544**	**31,933**	**2,541**	**12,946**	**103**	**.4404**	**98**
Belleville		35.4	.1469	13.8	.1707	198,278	.2163	44,000	14,356	20,560	11,718	9,748	47,308	9,378	1,094	6,882	147	.1736	118
Huron		**56.9**	**.2362**	**18.7**	**.2313**	**261,603**	**.2853**	**56,267**	**16,470**	**25,921**	**10,450**	**10,126**	**77,743**	**14,999**	**3,537**	**6,465**	**121**	**.2577**	**109**
Kenora Terr. Dist.		**58.0**	**.2407**	**17.0**	**.2102**	**201,125**	**.2193**	**41,405**	**13,470**	**32,534**	**6,619**	**4,324**	**25,616**	**17,217**	**1,712**	**4,154**	**91**	**.2296**	**95**
Kent		**110.0**	**.4566**	**36.9**	**.4563**	**406,687**	**.4436**	**95,417**	**31,440**	**45,555**	**20,806**	**20,933**	**81,881**	**35,384**	**2,559**	**20,708**	**97**	**.4543**	**99**
Chatham		41.4	.1719	15.5	.1917	214,415	.2339	48,609	20,554	35,927	13,902	11,030	36,792	11,652	817	11,021	136	.2017	117
Lambton	**525**	**126.0**	**.5231**	**42.2**	**.5219**	**401,616**	**.4380**	**95,336**	**33,728**	**57,395**	**20,101**	**14,998**	**77,939**	**27,262**	**2,414**	**12,156**	**84**	**.5169**	**99**
△Sarnia		52.4	.2175	19.9	.2461	216,456	.2361	51,895	14,611	30,385	12,920	11,136	51,378	10,447	837	4,956	109	.2504	115
Lanark		**47.4**	**.1967**	**16.1**	**.1991**	**143,088**	**.1561**	**31,056**	**9,144**	**13,827**	**6,929**	**4,328**	**35,913**	**13,808**	**1,963**	**4,680**	**79**	**.1613**	**82**
Leeds		**54.6**	**.2267**	**18.6**	**.2300**	**175,898**	**.1918**	**37,214**	**16,773**	**18,568**	**6,518**	**6,418**	**33,237**	**18,887**	**1,906**	**6,341**	**85**	**.2040**	**90**
Lennox & Addington		**35.7**	**.1482**	**11.1**	**.1373**	**86,788**	**.0947**	**21,931**	**6,883**	**8,337**	**3,631**	**2,609**	**16,033**	**12,484**	**882**	**2,920**	**64**	**.1273**	**80**
Manitoulin Terr. Dist.		**12.1**	**.0502**	**3.7**	**.0458**	**39,225**	**.0427**	**5,820**	**1,556**	**8,763**	**427**	**1,064**	**7,660**	**3,896**	**877**	**1,668**	**85**	**.0380**	**76**
Middlesex	**512**	**318.6**	**1.3225**	**114.3**	**1.4135**	**1,369,457**	**1.4936**	**329,690**	**127,410**	**213,136**	**69,363**	**47,434**	**235,717**	**94,811**	**5,823**	**31,773**	**113**	**1.4860**	**112**
▲London		252.5	1.0481	95.5	1.1810	1,175,791	1.2824	283,106	117,745	191,705	65,071	40,508	193,000	75,482	3,534	23,941	122	1.2422	119
Muskoka Dist. Mun.		**39.7**	**.1648**	**13.8**	**.1706**	**207,153**	**.2260**	**56,193**	**20,210**	**17,479**	**8,098**	**5,792**	**31,576**	**22,655**	**2,327**	**7,197**	**137**	**.1803**	**109**
Niagara Reg. Mun.	**522**	**376.2**	**1.5616**	**129.0**	**1.5953**	**1,300,635**	**1.4185**	**328,081**	**134,446**	**155,880**	**70,465**	**48,595**	**231,081**	**90,421**	**6,210**	**39,422**	**91**	**1.5413**	**99**
Fort Erie		24.1	.1000	8.5	.1051	75,725	.0826	20,268	13,346	3,963	2,327	3,298	12,159	4,630	419	3,153	83	.0933	93
▲Niagara Falls		70.4	.2922	25.0	.3092	288,491	.3146	71,435	46,583	26,508	12,906	10,436	45,021	17,872	987	11,247	108	.2937	101
Port Colborne		19.4	.0805	6.6	.0816	71,106	.0776	23,695	5,289	7,495	3,725	2,349	12,122	4,666	302	2,267	96	.0774	96
▲St. Catharines		135.8	.5637	48.5	.5998	519,350	.5664	128,968	33,416	96,920	38,036	18,154	89,945	34,154	1,965	8,787	100	.5675	101
Welland		44.3	.1839	15.7	.1942	178,623	.1948	46,943	12,121	14,735	10,510	8,615	39,281	15,224	282	5,998	106	.1780	97
Nipissing Terr. Dist.	**515**	**82.0**	**.3404**	**26.2**	**.3240**	**315,929**	**.3446**	**74,443**	**21,563**	**45,412**	**14,226**	**11,028**	**59,320**	**26,594**	**2,016**	**7,085**	**101**	**.3194**	**94**
△North Bay		52.6	.2183	18.1	.2238	228,103	.2488	54,813	19,616	36,843	10,118	8,833	42,657	17,160	1,467	5,041	114	.2220	102
Northumberland		**67.5**	**.2802**	**22.8**	**.2820**	**265,573**	**.2896**	**67,288**	**22,370**	**23,478**	**10,436**	**10,581**	**43,905**	**35,872**	**2,783**	**5,271**	**103**	**.2883**	**103**
Ottawa-Carleton Reg. Mun.	**517**	**549.1**	**2.2793**	**201.9**	**2.4968**	**2,248,422**	**2.4523**	**529,626**	**213,908**	**406,029**	**114,417**	**77,495**	**339,265**	**122,402**	**15,578**	**60,750**	**108**	**2.7047**	**119**
▲Ottawa		301.6	1.2520	129.7	1.6039	1,692,550	1.8460	352,858	178,487	310,698	108,634	61,574	276,336	67,167	5,027	43,233	147	1.5552	124
Oxford		**85.7**	**.3558**	**28.4**	**.3512**	**306,503**	**.3343**	**66,919**	**22,013**	**31,427**	**13,268**	**13,787**	**82,942**	**27,234**	**2,600**	**6,706**	**94**	**.3494**	**98**
Woodstock		27.2	.1129	10.3	.1274	142,683	.1556	35,901	9,055	18,054	7,316	5,239	34,558	9,154	891	3,423	138	.1389	123
Parry Sound Terr. Dist.		**35.8**	**.1486**	**12.0**	**.1484**	**132,909**	**.1449**	**31,913**	**9,114**	**9,378**	**3,073**	**3,475**	**26,922**	**18,379**	**1,856**	**2,840**	**98**	**.1228**	**83**
Peel Reg. Mun.	**532**	**471.3**	**1.9564**	**145.7**	**1.8018**	**1,643,124**	**1.7921**	**437,862**	**165,253**	**115,230**	**59,020**	**58,342**	**341,913**	**156,621**	**9,376**	**68,086**	**92**	**2.0755**	**106**
Brampton		130.6	.5421	38.5	.4761	542,877	.5921	147,701	34,330	45,006	23,374	18,042	122,142	56,325	2,911	23,161	109	.6046	112
Caledon		23.2	.0963	7.0	.0866	64,899	.0708	19,883	5,178	3,750	1,486	1,656	11,968	5,296	244	3,678	74	.0879	91
Mississauga		317.5	1.3180	100.2	1.2391	1,035,348	1.1292	270,278	125,745	66,474	34,160	38,644	207,803	95,000	6,221	41,247	86	1.3829	105
Perth		**68.8**	**.2855**	**23.0**	**.2845**	**196,913**	**.2147**	**57,304**	**16,366**	**25,413**	**12,021**	**8,887**	**9,958**	**22,106**	**1,713**	**6,013**	**75**	**.2520**	**88**
Stratford		26.3	.1092	10.0	.1237	112,153	.1223	33,256	9,440	18,583	6,471	4,050	4,529	9,613	679	3,690	112	.1189	109
Peterborough	**518**	**102.0**	**.4235**	**35.0**	**.4328**	**432,532**	**.4718**	**105,348**	**35,308**	**59,885**	**20,673**	**18,361**	**78,719**	**29,143**	**2,145**	**10,822**	**111**	**.4302**	**102**
△Peterborough		60.6	.2516	22.6	.2795	346,132	.3775	87,918	20,578	55,028	19,762	15,498	62,621	15,219	1,918	8,717	150	.3020	120
Prescott		**30.4**	**.1261**	**9.4**	**.1162**	**99,548**	**.1086**	**21,999**	**10,767**	**12,594**	**7,080**	**3,728**	**17,046**	**9,555**	**1,272**	**1,202**	**86**	**.1075**	**85**
Prince Edward		**22.8**	**.0947**	**7.3**	**.0903**	**67,466**	**.0735**	**18,960**	**3,721**	**4,478**	**2,425**	**1,531**	**18,365**	**6,641**	**669**	**1,397**	**78**	**.0818**	**86**
Rainy River Terr. Dist.		**25.3**	**.1050**	**8.3**	**.1026**	**80,881**	**.0883**	**21,642**	**6,148**	**7,413**	**4,046**	**3,386**	**15,337**	**6,099**	**559**	**2,409**	**84**	**.1040**	**99**
Renfrew		**89.7**	**.3724**	**28.9**	**.3574**	**331,578**	**.3616**	**84,541**	**13,721**	**34,130**	**17,527**	**10,543**	**79,223**	**28,939**	**2,612**	**12,045**	**97**	**.3535**	**95**
Russell	**517**	**23.6**	**.0979**	**6.9**	**.0854**	**62,279**	**.0679**	**13,436**	**4,889**	**10,191**	**1,562**	**3,406**	**18,063**	**3,350**	**285**	**527**	**69**	**.0782**	**80**
Simcoe		**227.3**	**.9435**	**74.0**	**.9151**	**909,208**	**.9916**	**209,155**	**82,783**	**100,569**	**31,093**	**33,877**	**179,642**	**82,331**	**11,373**	**29,033**	**105**	**.9606**	**102**
Barrie		38.2	.1586	13.7	.1694	259,039	.2825	55,479	15,973	31,136	9,656	10,366	70,467	17,000	1,794	7,554	178	.2123	134
Orillia		24.1	.1000	8.7	.1076	155,771	.1699	39,297	12,259	21,739	6,723	6,948	27,055	10,316	1,200	5,412	170	.1303	130
Stormont		**63.1**	**.2620**	**21.2**	**.2622**	**240,601**	**.2625**	**59,791**	**19,650**	**32,550**	**11,962**	**10,499**	**40,388**	**17,979**	**613**	**6,973**	**100**	**.2398**	**92**
Cornwall		46.8	.1943	17.1	.2115	213,520	.2329	55,735	16,037	30,053	11,784	8,893	35,932	13,082	407	6,342	120	.1938	100
Sudbury Reg. Mun.	**529**	**161.8**	**.6716**	**51.7**	**.6393**	**633,314**	**.6907**	**174,548**	**52,970**	**76,314**	**36,171**	**23,891**	**113,974**	**41,898**	**3,432**	**14,405**	**103**	**.6551**	**98**
▲Sudbury		92.5	.3840	33.0	.4081	496,795	.5418	135,403	36,101	71,370	31,650	17,922	89,842	26,729	2,147	10,256	141	.4369	114
Sudbury Terr. Dist.		**29.3**	**.1216**	**9.1**	**.1126**	**63,606**	**.0694**	**20,114**	**4,513**	**10,225**	**1,685**	**934**	**4,004**	**9,250**	**764**	**1,705**	**57**	**.0854**	**70**
Thunder Bay Terr. Dist.	**531**	**157.6**	**.6542**	**51.3**	**.6344**	**591,520**	**.6451**	**150,062**	**46,945**	**102,255**	**21,425**	**15,065**	**93,645**	**45,255**	**2,480**	**21,952**	**99**	**.6579**	**101**
▲Thunder Bay		116.2	.4823	39.4	.4872	476,366	.5195	129,983	31,353	82,614	19,189	12,372	76,554	28,481	2,086	19,665	108	.5128	106
Timiskaming Terr. Dist.		**41.9**	**.1740**	**14.1**	**.1743**	**130,037**	**.1418**	**39,048**	**10,687**	**11,067**	**7,505**	**3,910**	**23,418**	**11,512**	**1,434**	**3,785**	**81**	**.1434**	**82**
Toronto Met. Mun.	**532**	**2,079.7**	**8.6329**	**752.8**	**9.3096**	**8,200,380**	**8.9438**	**1,966,746**	**952,509**	**1,231,102**	**495,368**	**306,328**	**1,351,567**	**474,785**	**35,926**	**298,397**	**104**	**9.3679**	**109**
▲Toronto		575.2	2.3877	241.4	2.9853	3,395,560	3.7034	717,568	507,322	620,036	253,930	145,874	416,597	112,625	14,610	102,538	155	3.1136	130
Victoria		**49.7**	**.2063**	**17.3**	**.2140**	**215,817**	**.2353**	**59,634**	**16,038**	**15,351**	**8,087**	**10,063**	**39,690**	**16,699**	**2,952**	**6,616**	**114**	**.2097**	**102**
Waterloo Reg. Mun.	**511**	**301.8**	**1.2528**	**103.5**	**1.2799**	**1,238,793**	**1.3511**	**260,679**	**97,525**	**205,771**	**64,301**	**50,333**	**271,342**	**90,645**	**5,750**	**26,435**	**108**	**1.3784**	**110**
△Cambridge		74.4	.3088	24.6	.3042	281,574	.3071	70,788	28,500	18,057	13,304	11,413	70,051	18,617	1,249	7,926	99	.3172	103
▲Kitchener		136.8	.5679	49.2	.6084	610,868	.6662	107,208	41,331	134,153	40,763	26,618	130,402	37,938	1,302	13,445	117	.6616	116
Waterloo		52.3	.2171	18.8	.2325	192,120	.2095	51,335	15,857	30,871	7,369	6,102	34,799	10,491	1,033	4,221	96	.2534	117
Wellington	**505**	**128.8**	**.5346**	**43.0**	**.5318**	**460,847**	**.5027**	**116,155**	**33,108**	**52,137**	**22,686**	**17,031**	**90,064**	**41,178**	**2,519**	**17,267**	**94**	**.5331**	**100**
△Guelph		69.4	.2881	25.2	.3116	310,667	.3388	88,714	18,776	39,236	18,308	11,001	58,364	19,746	603	11,074	118	.3251	113
York Reg. Mun.	**532**	**228.0**	**.9464**	**69.2**	**.8557**	**915,585**	**.9985**	**211,276**	**55,616**	**40,642**	**26,638**	**31,398**	**284,487**	**90,483**	**4,997**	**42,010**	**106**	**.9775**	**103**
Markham		75.3	.3126	23.0	.2844	208,648	.2276	69,384	8,540	11,391	7,378	7,941	49,696	19,754	1,387	8,476	73	.3307	106
Newmarket		29.1	.1208	9.0	.1113	120,915	.1319	39,706	5,091	12,649	5,630	3,949	22,764	9,218	674	5,641	109	.1224	101
Richmond Hill		34.1	.1416	11.0	.1360	198,030	.2160	44,089	8,565	5,246	6,388	9,132	60,946	24,180	1,602	9,083	153	.1682	119
Province Totals		**8,600.5**	**35.7009**	**2,935.9**	**36.3071**	**32,603,637**	**35.5591**	**7,933,128**	**2,997,379**	**4,365,638**	**1,622,336**	**1,209,351**	**6,026,578**	**2,385,027**	**215,278**	**1,056,636**	**100**	**37.1636**	**104**

Ont. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Algoma Terr. Dist.	.527	**1,069,163**	**.5371**	**7,844**	**24,922**	**3.7**	**2.1**	**1.6**	**6.6**	**86.0**
△Sault Ste. Marie		739,802	.3716	9,156	27,502	2.3	2.0	1.3	6.9	87.5
Brant	.501	**921,287**	**.4627**	**8,791**	**25,310**	**5.0**	**6.1**	**5.1**	**25.7**	**58.1**
△Brantford		661,219	.3321	9,248	24,952	4.8	5.7	4.3	24.0	61.2
Bruce		**552,250**	**.2774**	**8,444**	**25,927**	**11.2**	**10.3**	**10.4**	**19.3**	**48.8**
Cochrane Terr. Dist.		**624,549**	**.3138**	**6,492**	**20,818**	**6.2**	**4.2**	**3.2**	**11.1**	**75.3**
Timmins		285,663	.1435	6,265	18,430	7.9	5.4	2.9	17.3	66.5
Dufferin		**207,200**	**.1040**	**6,395**	**21,143**	**3.4**	**4.3**	**4.7**	**10.4**	**77.2**
Dundas		**158,798**	**.0798**	**7,980**	**24,812**	**1.6**	**4.1**	**3.7**	**12.8**	**77.8**
Durham Reg. Mun.	.516	**2,968,862**	**1.4913**	**10,095**	**32,027**	**2.8**	**2.6**	**2.4**	**16.2**	**76.0**
Ajax		272,674	.1370	10,368	32,852	1.3	1.4	1.4	13.0	82.9
Newcastle		323,927	.1627	8,221	27,925	3.1	2.4	2.3	22.9	69.3
△Oshawa		1,113,669	.5594	8,818	26,771	3.8	3.2	3.2	18.7	71.1
Pickering		306,562	.1540	9,794	33,688	1.6	1.7	1.6	13.5	81.6
Whitby		298,014	.1497	9,226	28,933	2.2	2.9	2.0	15.1	77.8
Elgin		**573,759**	**.2882**	**8,127**	**24,415**	**6.6**	**5.4**	**5.1**	**22.6**	**60.3**
St. Thomas		265,074	.1331	9,400	25,245	5.2	5.6	6.2	21.9	61.1
Essex	.536	**2,791,668**	**1.4023**	**8,735**	**25,356**	**5.8**	**5.0**	**3.8**	**10.6**	**74.8**
▲Windsor		1,859,643	.9341	9,566	25,370	5.8	4.1	3.6	12.0	74.5
Frontenac	.510	**1,028,064**	**.5164**	**8,987**	**25,766**	**6.0**	**7.6**	**7.3**	**21.2**	**57.9**
△Kingston		606,719	.3048	11,194	26,494	6.3	8.7	7.7	24.2	53.1
Glengarry		**154,993**	**.0778**	**7,452**	**23,845**	**10.2**	**7.7**	**7.4**	**18.8**	**55.9**
Grenville		**169,232**	**.0850**	**5,980**	**18,197**	**2.7**	**1.9**	**1.4**	**28.6**	**65.4**
Grey		**555,783**	**.2792**	**7,323**	**21,294**	**11.8**	**8.3**	**8.7**	**32.5**	**38.7**
Haldimand-Norfolk Reg. Mun.		**701,969**	**.3526**	**7,870**	**23,876**	**7.5**	**9.7**	**8.3**	**28.7**	**45.8**
Haliburton		**97,609**	**.0490**	**8,415**	**23,807**	**14.7**	**14.6**	**13.3**	**22.1**	**35.3**
Halton Reg. Mun.	.532	**2,817,325**	**1.4152**	**11,402**	**35,349**	**2.3**	**2.1**	**2.1**	**17.4**	**76.1**
Burlington		1,282,998	.6445	11,354	34,122	2.0	1.8	1.6	17.7	76.9
Halton Hills		371,176	.1864	10,821	35,690	2.2	2.2	2.5	16.0	77.1
Milton		295,688	.1485	10,871	36,060	2.6	2.3	2.6	13.6	78.9
Oakville		867,463	.4357	11,949	36,913	2.7	2.5	2.4	18.8	73.6
Hamilton-Wentworth Reg. Mun.	.507	**3,420,966**	**1.7184**	**8,393**	**23,335**	**6.5**	**4.0**	**3.2**	**20.0**	**66.3**
▲Hamilton		2,606,680	1.3094	8,422	22,375	7.4	4.4	3.4	20.2	64.6
Stoney Creek		253,983	.1276	7,937	24,421	3.7	3.5	3.3	22.8	66.7
Hastings		**845,544**	**.4247**	**7,822**	**22,977**	**6.0**	**6.7**	**7.9**	**21.5**	**57.9**
Belleville		315,847	.1587	8,922	22,887	5.4	5.1	4.4	23.2	61.9
Huron		**497,401**	**.2499**	**8,742**	**26,599**	**13.5**	**13.8**	**7.3**	**29.8**	**35.6**
Kenora Terr. Dist.		**459,982**	**.2310**	**7,931**	**27,058**	**9.6**	**4.3**	**1.9**	**13.1**	**71.1**
Kent		**915,679**	**.4600**	**8,324**	**24,815**	**6.7**	**6.4**	**5.1**	**22.2**	**59.6**
Chatham		386,990	.1944	9,348	24,967	5.3	5.1	4.5	24.7	60.4
Lambton	.525	**1,118,403**	**.5618**	**8,876**	**26,502**	**5.0**	**4.0**	**3.1**	**10.0**	**77.9**
△Sarnia		541,641	.2721	10,337	27,218	3.9	3.3	3.4	9.7	79.7
Lanark		**299,006**	**.1501**	**6,308**	**18,572**	**6.5**	**7.6**	**6.6**	**24.1**	**55.2**
Leeds		**402,915**	**.2024**	**7,379**	**21,662**	**3.5**	**5.6**	**6.6**	**35.5**	**48.8**
Lennox & Addington		**276,009**	**.1387**	**7,731**	**24,866**	**3.3**	**8.1**	**7.0**	**30.9**	**50.7**
Manitoulin Terr. Dist.		**59,598**	**.0299**	**4,925**	**16,108**	**23.5**	**12.1**	**13.1**	**35.4**	**15.9**
Middlesex	.512	**3,079,277**	**1.5468**	**9,665**	**26,940**	**5.7**	**5.5**	**5.2**	**30.8**	**52.8**
▲London		2,579,576	1.2957	10,216	27,011	5.4	5.3	4.4	33.0	51.9
Muskoka Dist. Mun.		**317,338**	**.1594**	**7,993**	**22,996**	**10.8**	**4.6**	**6.0**	**30.5**	**48.1**
Niagara Reg. Mun.	.522	**3,198,577**	**1.6066**	**8,502**	**24,795**	**5.9**	**4.9**	**3.9**	**20.3**	**65.0**
Fort Erie		193,230	.0971	8,018	22,733	7.0	3.0	1.5	15.1	73.4
▲Niagara Falls		560,786	.2817	7,966	22,431	5.2	4.4	3.5	20.0	66.9
Port Colborne		151,277	.0760	7,798	22,921	4.5	4.6	3.6	18.4	68.9
▲St. Catharines		1,134,205	.5697	8,352	23,386	6.1	5.9	4.9	18.0	65.1
Welland		329,775	.1656	7,444	21,005	6.3	4.0	3.0	12.6	74.1
Nipissing Terr. Dist.	.515	**589,073**	**.2959**	**7,184**	**22,484**	**7.9**	**6.3**	**5.4**	**22.6**	**57.8**
△North Bay		413,051	.2075	7,853	22,820	8.0	6.8	5.6	23.4	56.2
Northumberland		**578,539**	**.2906**	**8,571**	**25,375**	**8.7**	**5.0**	**4.4**	**24.6**	**57.3**
Ottawa-Carleton Reg. Mun.	.517	**6,025,582**	**3.0267**	**10,974**	**29,844**	**4.1**	**5.3**	**4.9**	**23.6**	**62.1**
▲Ottawa		2,990,264	1.5020	9,915	23,055	4.7	4.6	4.4	27.5	58.8
Oxford		**708,268**	**.3558**	**8,265**	**24,939**	**5.8**	**5.7**	**5.5**	**28.2**	**54.8**
Woodstock		277,296	.1393	10,195	26,922	2.3	3.3	3.0	32.7	58.7
Parry Sound Terr. Dist.		**197,352**	**.0991**	**5,513**	**16,446**	**11.4**	**7.8**	**7.3**	**50.3**	**23.2**
Peel Reg. Mun.	.532	**4,565,334**	**2.2932**	**9,687**	**31,334**	**1.8**	**2.7**	**3.0**	**20.7**	**71.8**
Brampton		1,268,486	.6372	9,713	32,948	1.8	2.8	3.6	22.5	69.3
Caledon		188,839	.0949	8,140	26,977	2.1	3.4	2.3	32.6	59.6
Mississauga		3,108,009	1.5612	9,789	31,018	1.7	2.6	2.8	19.1	73.8
Perth		**519,154**	**.2608**	**7,546**	**22,572**	**9.2**	**9.6**	**9.8**	**31.7**	**39.7**
Stratford		240,201	.1207	9,133	24,020	5.2	6.3	5.6	36.1	46.8
Peterborough	.518	**812,511**	**.4081**	**7,966**	**23,215**	**8.6**	**7.4**	**5.5**	**26.8**	**51.7**
△Peterborough		551,117	.2768	9,094	24,386	5.9	7.0	4.9	19.7	62.5
Prescott		**198,346**	**.0997**	**6,525**	**21,101**	**7.2**	**3.3**	**2.8**	**44.4**	**42.3**
Prince Edward		**162,087**	**.0814**	**7,109**	**22,204**	**7.1**	**10.3**	**3.0**	**25.2**	**54.4**
Rainy River Terr. Dist.		**224,695**	**.1129**	**8,881**	**27,072**	**4.8**	**2.3**	**1.6**	**13.4**	**77.9**
Renfrew		**679,154**	**.3411**	**7,571**	**23,500**	**9.1**	**7.3**	**7.8**	**21.8**	**54.0**
Russell	.517	**152,449**	**.0766**	**6,460**	**22,094**	**5.6**	**1.9**	**2.6**	**23.4**	**66.5**
Simcoe		**1,889,048**	**.9489**	**8,311**	**25,528**	**5.6**	**7.8**	**6.6**	**27.3**	**52.7**
Barrie		381,580	.1917	9,989	27,853	5.5	6.8	6.8	25.3	55.6
Orillia		236,024	.1186	9,794	27,129	7.8	9.4	5.9	21.7	55.2
Stormont		**432,489**	**.2172**	**6,854**	**20,400**	**9.9**	**6.5**	**4.7**	**35.6**	**43.3**
Cornwall		338,582	.1701	7,235	19,800	9.4	5.9	4.4	33.2	47.1
Sudbury Reg. Mun.	.529	**1,248,457**	**.6271**	**7,716**	**24,148**	**2.8**	**2.6**	**2.3**	**9.7**	**82.6**
▲Sudbury		786,596	.3951	8,504	23,836	2.6	1.8	1.6	7.7	86.3
Sudbury Terr. Dist.		**160,320**	**.0806**	**5,472**	**17,618**	**9.0**	**5.2**	**4.0**	**11.3**	**70.5**
Thunder Bay Terr. Dist.	.531	**1,328,068**	**.6671**	**8,427**	**25,888**	**4.6**	**2.8**	**2.7**	**12.1**	**77.8**
▲Thunder Bay		1,037,078	.5209	8,925	26,322	4.0	2.7	2.6	11.9	78.8
Timiskaming Terr. Dist.		**263,040**	**.1321**	**6,278**	**18,655**	**13.8**	**6.7**	**9.4**	**34.9**	**35.2**
Toronto Met. Mun.	.532	**19,741,559**	**9.9163**	**9,493**	**26,224**	**4.2**	**4.0**	**4.4**	**23.8**	**63.6**
▲Toronto		6,072,175	3.0501	10,557	25,154	5.7	4.0	3.8	27.4	59.1
Victoria		**389,578**	**.1957**	**7,839**	**22,519**	**10.5**	**6.9**	**5.2**	**27.9**	**49.5**
Waterloo Reg. Mun.	.511	**2,876,937**	**1.4451**	**9,533**	**27,796**	**3.8**	**5.7**	**5.7**	**28.9**	**55.9**
△Cambridge		650,154	.3266	8,739	26,429	5.4	7.3	7.2	37.2	42.9
▲Kitchener		1,386,332	.6964	10,134	28,177	3.9	5.9	6.0	29.0	55.2
Waterloo		585,738	.2942	11,200	31,156	3.0	4.7	4.7	24.3	63.3
Wellington	.505	**1,096,664**	**.5509**	**8,514**	**25,504**	**5.7**	**8.3**	**5.1**	**29.5**	**51.4**
△Guelph		660,132	.3316	9,512	26,196	4.7	7.2	5.5	30.8	51.8
York Reg. Mun.	.532	**1,945,126**	**.9770**	**8,531**	**28,109**	**3.8**	**3.7**	**4.2**	**25.9**	**62.4**
Markham		796,143	.3999	10,573	34,615	1.6	2.0	2.4	19.7	74.3
Newmarket		233,803	.1174	8,034	25,978	4.0	4.5	5.4	32.1	54.0
Richmond Hill		299,191	.1503	8,774	27,199	3.0	3.4	4.4	28.2	61.0
Province Totals		**77,067,036**	**38.7114**	**8,961**	**26,250**	**5.2**	**4.9**	**4.5**	**22.5**	**62.9**

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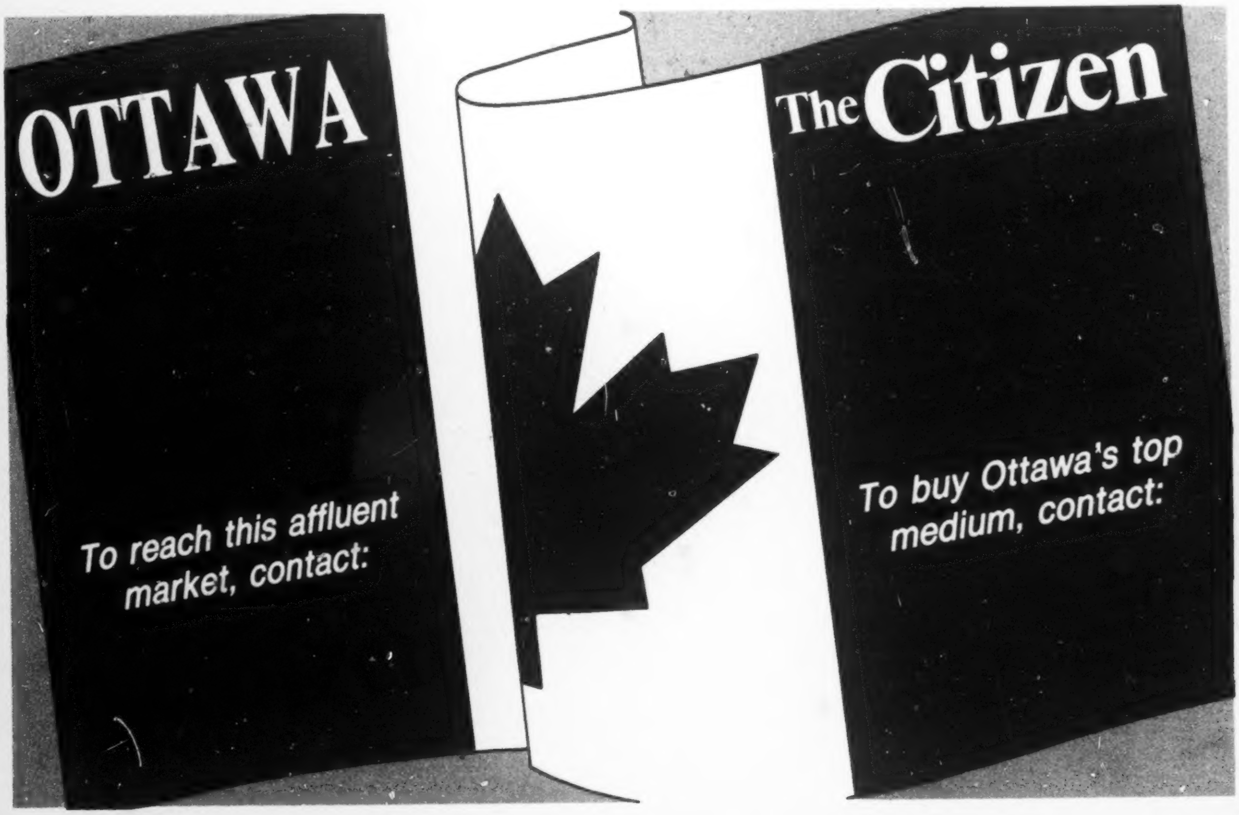
QUEBEC

Que. S&MM ESTIMATES		POPULATION 12/31/80						RETAIL SALES BY STORE GROUP—1980									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Abitibi		92.0	.3819	27.7	.3426	294,041	.3207	79,662	18,638	41,618	15,378	12,119	61,139	23,180	5,838	3,368	84	.3273	86
Argenteuil		31.3	.1299	10.6	.1311	113,075	.1233	32,377	9,117	12,192	3,661	2,537	29,618	7,881	2,065	1,367	95	.1232	95
Arthabaska		56.5	.2346	17.6	.2176	157,431	.1717	42,462	7,841	14,374	10,182	7,256	40,775	11,395	898	2,092	73	.1879	80
Victoriaville		21.2	.0880	7.5	.0927	103,580	.1130	28,897	3,921	8,799	7,869	3,244	23,614	8,032	399	1,662	128	.0916	104
Bagot		27.5	.1141	8.1	.1002	46,123	.0503	16,142	3,850	2,604	1,381	4,094	9,314	6,224	664	551	44	.0745	65
Beauce		71.9	.2985	20.7	.2560	253,199	.2761	48,163	10,954	22,677	18,387	14,879	79,840	18,636	1,170	2,663	92	.2596	87
Beauharnois		51.0	.2117	16.8	.2078	185,067	.2019	50,469	19,419	17,743	13,860	7,083	38,226	12,516	1,180	3,838	95	.1846	87
Valleyfield		27.5	.1142	9.8	.1212	129,471	.1412	30,943	13,125	13,986	9,597	5,146	27,240	6,679	909	3,040	124	.1156	101
Bellechasse		22.7	.0942	6.4	.0791	38,866	.0424	12,744	2,633	4,888	959	1,947	6,543	5,147	1,186	0	45	.0644	68
Berthier		32.0	.1328	10.1	.1249	90,303	.0985	26,949	9,306	4,596	2,635	5,037	18,211	8,518	1,557	1,096	74	.1060	80
Bonaventure		43.1	.1790	11.6	.1435	140,308	.1530	38,891	7,463	22,203	5,865	3,061	25,279	14,955	3,649	828	85	.1344	75
Brome		16.0	.0664	5.3	.0655	32,910	.0359	11,170	4,762	3,332	[illegible]	322	5,226	4,026	284	478	54	.0511	77
Chambly	.514	307.2	1.2752	101.3	1.2527	1,082,862	1.1810	336,161	84,042	97,944	52,857	28,933	226,498	77,145	22,476	30,787	93	1.2497	98
Boucherville		31.2	.1295	9.0	.1113	70,831	.0773	24,219	5,840	425	2,828	2,401	16,545	5,323	883	2,691	60	.1089	84
Longueuil		131.9	.5475	48.4	.5985	488,973	.5333	153,349	38,679	60,794	26,835	15,162	86,013	26,438	5,239	12,188	97	.5650	103
St-Bruno-de-Montarville		27.2	.1129	7.8	.0965	44,437	.0485	19,135	3,835	399	2,215	1,026	7,711	2,468	364	1,698	43	.0992	88
St-Hubert		57.4	.2383	17.1	.2115	86,850	.0947	27,727	11,591	98	1,300	2,240	18,545	5,913	781	4,423	40	.1720	72
St-Lambert		22.2	.0922	8.2	.1014	79,821	.0871	27,017	5,374	601	7,466	1,668	17,699	5,098	562	4,154	94	.1162	126
Champlain	.533	124.8	.5180	40.0	.4947	340,195	.3710	117,733	29,543	16,887	15,898	16,008	55,392	28,785	6,375	6,542	72	.4333	84
Cap-de-la-Madeleine		36.2	.1503	12.7	.1571	85,492	.0932	32,915	10,221	2,264	3,282	5,803	6,413	7,185	1,977	1,974	62	.1223	81
Charlevoix-Est		19.0	.0789	5.2	.0643	68,372	.0746	18,154	3,879	5,724	4,122	3,788	15,930	5,639	1,137	597	95	.0649	82
Charlevoix-Ouest		15.9	.0660	4.3	.0532	43,702	.0477	13,673	2,644	2,448	1,526	2,234	9,842	3,676	750	1,798	72	.0483	73
Châteauguay	.514	60.6	.2515	18.1	.2238	196,899	.2147	70,187	16,745	23,323	6,885	4,099	34,512	17,079	3,386	3,800	85	.2135	85
Châteauguay		39.4	.1636	12.0	.1484	146,821	.1601	52,222	10,712	21,449	4,919	3,630	26,225	7,084	1,329	3,198	98	.1524	93
Chicoutimi	.503	172.5	.7161	49.8	.6159	507,214	.5532	148,153	33,613	62,591	36,662	25,072	90,543	34,770	2,063	9,124	77	.5808	81
▲Chicoutimi		61.5	.2553	18.9	.2337	210,430	.2295	50,491	13,981	21,434	21,193	8,955	45,652	9,217	1,626	3,871	90	.2234	88
▲Jonquière		60.5	.2511	18.2	.2251	176,848	.1929	66,863	10,829	14,284	10,489	10,516	27,523	8,283	0	3,921	77	.2087	83
La Baie		21.2	.0880	5.9	.0730	48,645	.0531	16,708	3,654	5,690	3,077	3,780	6,060	1,987	365	1,036	60	.0610	69
Compton		20.5	.0851	6.2	.0766	36,004	.0393	15,680	4,026	3,157	474	1,473	3,717	3,971	618	155	46	.0571	67
Deux-Montagnes	.514	63.8	.2648	19.4	.2400	182,532	.1991	59,433	16,056	11,290	4,086	4,668	44,339	14,658	1,375	2,716	75	.2267	86
St-Eustache		26.3	.1092	8.3	.1026	108,709	.1186	30,603	5,921	10,798	3,549	2,089	27,344	7,941	608	1,922	109	.1082	99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Que. (cont.)

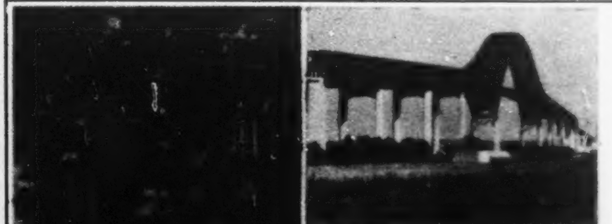
S&MM ESTIMATES

Que. (cont.)		POPULATION 12/31/80						RETAIL SALES BY STORE GROUP—1980									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Dorchester		33.6	.1395	9.3	.1150	84,258	.0919	24,763	3,960	12,053	2,190	4,711	17,307	9,172	1,369	155	66	.1109	79
Drummond		70.6	.2931	23.6	.2918	235,198	.2565	66,110	21,648	15,524	16,163	10,753	41,120	18,784	4,159	5,237	88	.2569	88
Drummondville		29.2	.1212	11.7	.1447	166,175	.1812	38,384	13,791	12,094	14,805	8,839	31,139	10,085	2,967	4,231	150	.1351	111
Frontenac		26.3	.1091	7.8	.0965	81,538	.0889	19,006	4,690	10,563	2,962	2,545	24,526	6,521	1,064	316	81	.0876	80
Gaspé-Est		38.1	.1582	9.7	.1199	121,829	.1329	32,737	6,297	19,739	4,938	4,365	26,541	9,368	1,229	1,090	84	.1280	81
Gaspé-Ouest		19.4	.0805	5.4	.0668	57,113	.0623	15,742	2,559	7,921	3,026	3,195	12,732	4,297	503	881	77	.0652	81
Gatineau	517	48.9	.2030	15.2	.1880	95,711	.1044	28,073	11,577	7,255	1,955	3,046	17,569	12,017	399	829	51	.1514	75
Aylmer		30.6	.1270	10.1	.1249	31,383	.0342	10,210	4,450	2,423	677	855	4,278	1,266	283	275	27	.1061	84
Hull	517	137.4	.5704	46.0	.5689	478,359	.5217	160,222	51,739	44,002	16,488	15,838	79,523	32,026	8,455	9,344	91	.5861	103
Gatineau		82.2	.3412	23.7	.2931	166,245	.1813	57,961	17,477	13,891	4,955	3,718	31,931	12,818	3,054	2,628	53	.2761	81
▲Hull		55.2	.2291	22.3	.2758	312,114	.3404	102,261	34,262	30,111	11,533	12,120	47,592	19,208	5,401	6,716	149	.3101	135
Huntingdon		18.4	.0763	5.9	.0729	46,283	.0505	10,151	3,293	5,081	1,088	1,356	15,220	3,373	528	723	66	.0590	77
Iberville		23.0	.0955	7.1	.0878	53,398	.0582	17,541	6,519	639	869	1,910	11,622	5,054	323	605	61	.0861	90
Île-de-Montréal	514	1,715.0	7.1190	661.2	8.1768	7,498,922	8.1787	2,003,086	902,020	1,028,620	520,186	288,478	1,026,514	332,968	109,769	170,719	115	7.7392	109
Anjou		37.0	.1536	12.2	.1509	179,697	.1960	39,234	6,866	52,028	29,970	1,971	19,789	5,618	694	4,575	128	.1671	109
Beaconsfield		20.0	.0830	5.5	.0680	20,798	.0227	12,512	731	175	495	405	2,245	632	149	701	27	.0825	99
Côte-St-Luc		26.0	.1079	10.1	.1249	33,948	.0370	20,784	1,646	514	3,807	853	1,192	309	330	1,061	34	.1244	115
Dollard-des-Ormeaux		48.1	.1997	14.4	.1781	50,407	.0550	15,427	1,798	9,688	402	810	9,599	2,745	292	1,662	28	.1692	85
Lachine		34.0	.1411	12.5	.1546	162,823	.1776	42,886	15,668	5,436	9,156	6,600	39,428	6,109	1,583	3,992	126	.1568	111
LaSalle		77.1	.3200	28.0	.3463	192,393	.2098	78,184	14,250	38,870	8,710	5,476	13,217	11,318	1,342	9,449	66	.2970	93
▲Montréal		939.1	3.8982	391.7	4.8440	4,950,514	5.3993	1,260,327	676,862	736,357	352,207	215,598	586,030	156,792	69,849	109,091	139	4.4567	114
Montréal-Nord		104.1	.4321	37.3	.4613	220,934	.2410	79,675	24,605	14,192	7,515	11,010	24,396	14,654	1,776	7,180	56	.3706	86
Mont-Royal		18.0	.0747	6.3	.0779	93,431	.1019	33,046	3,891	20,054	9,648	2,417	623	1,567	873	2,268	136	.1200	161
Outremont		24.0	.0996	8.5	.1051	35,175	.0384	20,216	2,883	148	1,184	521	2,278	612	191	300	39	.1044	105
Pierrefonds		38.0	.1577	11.2	.1385	57,482	.0627	23,498	4,664	3,950	1,145	662	9,185	5,180	242	1,003	40	.1290	82
Pointe-aux-Trembles		36.0	.1494	10.2	.1261	90,176	.0984	30,898	6,544	7,334	4,366	2,725	17,218	3,441	1,077	1,189	66	.1193	80
Pointe-Claire		23.0	.0955	8.0	.0989	211,186	.2303	41,158	12,593	61,399	15,297	9,981	26,363	4,729	4,328	1,856	241	.1574	165
St-Laurent		63.1	.2619	24.2	.2993	196,638	.2145	52,827	23,079	4,238	4,095	3,928	50,004	12,800	739	8,193	82	.2879	110
St-Léonard		111.1	.4612	37.4	.4625	277,690	.3029	77,868	24,127	40,883	7,448	9,237	68,626	6,469	3,921	3,845	66	.4067	88
Verdun		60.1	.2495	24.4	.3017	234,569	.2558	66,515	14,816	3,356	16,167	9,603	64,431	8,758	3,719	8,332	103	.2555	102
Westmount		20.0	.0830	7.8	.0965	142,434	.1553	43,505	9,903	21,579	13,455	5,261	14,842	4,137	2,056	5,227	187	.1561	188
Île-Jésus	514	256.2	1.0635	77.4	.9572	811,367	.8849	249,218	55,097	73,579	26,802	34,450	188,894	66,517	7,001	21,212	83	.9574	90
Laval		256.2	1.0635	77.4	.9572	811,367	.8849	249,218	55,097	73,579	26,802	34,450	188,894	66,517	7,001	21,212	83	.9573	90
Îles-de-la-Madeleine		13.5	.0561	3.4	.0420	31,739	.0346	4,499	2,441	12,073	1,240	777	3,748	2,633	0	1,006	62	.0381	68
Joliette		59.6	.2474	19.5	.2412	240,705	.2626	62,959	20,137	15,554	20,803	7,952	61,073	13,025	1,023	4,250	106	.2420	98
Kamouraska		30.1	.1249	8.5	.1051	94,808	.1034	21,069	3,721	6,878	5,077	4,424	31,864	8,013	489	1,027	83	.1032	83
Labelle		31.9	.1324	9.9	.1224	111,608	.1217	28,445	9,899	10,740	4,808	5,266	26,066	11,675	1,547	507	92	.1163	88
Lac-St-Jean-Est		48.3	.2005	13.3	.1645	196,536	.2143	55,596	12,108	14,810	17,922	12,577	34,098	16,504	1,761	4,413	107	.1855	93
Alma		27.5	.1142	8.1	.1002	136,275	.1486	31,735	7,898	10,051	13,505	11,934	23,786	7,237	1,703	3,993	130	.1125	99
Lac-St-Jean-Ouest		61.1	.2536	16.3	.2016	212,424	.2317	53,863	9,684	19,560	15,121	9,739	52,683	17,282	2,456	4,769	91	.2074	82
Laprairie	514	100.7	.4181	29.2	.3611	302,549	.3300	79,753	18,774	24,075	4,113	5,459	88,933	31,587	2,590	6,597	79	.3686	88
Brossard		54.4	.2258	16.1	.1991	119,016	.1298	36,592	9,577	22,900	1,787	607	18,718	6,140	179	3,337	57	.2008	89
L'Assomption	514	107.8	.4474	31.6	.3908	315,441	.3440	96,820	24,412	16,174	7,920	9,114	73,588	32,816	7,593	4,834	77	.3866	86
Repentigny		34.3	.1424	10.7	.1323	125,509	.1369	38,541	7,589	11,761	4,450	3,355	28,583	9,479	1,113	2,167	96	.1446	102
Lévis	520	88.2	.3662	27.5	.3400	350,194	.3820	69,020	24,490	16,477	13,086	20,119	116,908	20,277	2,995	9,157	104	.3621	99
L'Islet		21.6	.0896	5.9	.0730	55,947	.0610	12,303	1,765	7,825	2,109	1,749	17,236	5,311	634	745	[illegible]	.0708	79
Lotbinière		29.8	.1237	8.5	.1051	54,958	.0599	18,546	3,046	5,743	1,175	2,905	8,224	9,019	196	561	48	.0893	72
Maskinongé		21.4	.0889	6.5	.0804	67,697	.0739	18,008	4,954	2,550	2,921	3,599	15,891	9,246	219	711	83	.0699	79
Matane		28.5	.1183	8.7	.1076	89,041	.0971	22,884	3,516	7,989	5,349	4,414	24,830	6,860	510	783	82	.0994	84
Matapédia		24.2	.1004	6.6	.0816	52,438	.0572	18,143	2,247	10,150	2,838	1,969	6,930	3,877	111	626	57	.0694	69
Mégantic		56.9	.2362	17.0	.2102	199,774	.2178	48,840	8,697	18,167	14,093	12,566	51,177	13,646	1,262	3,209	92	.1977	84
Thetford Mines		20.3	.0843	7.0	.0866	98,709	.1077	28,387	3,683	8,528	10,058	6,825	15,977	5,044	733	2,145	128	.0799	95
Missisquoi		35.7	.1482	11.7	.1447	120,909	.1319	30,394	7,290	6,785	4,816	4,715	38,424	7,438	1,397	2,285	89	.1289	87
Montcalm		26.4	.1096	8.7	.1076	59,556	.0650	24,135	8,105	1,260	2,420	1,641	6,832	6,934	871	555	59	.0754	69
Montmagny		25.2	.1046	7.2	.0891	87,145	.0950	19,419	6,912	7,000	3,775	3,119	23,705	7,153	675	2,06[illegible]	91	.0907	87
Montmorency 1	520	24.1	.1000	6.9	.0853	57,381	.0626	14,386	6,264	1,424	419	827	21,909	4,520	273	1,209	63	.0767	77
Montmorency 2	520	7.4	.0307	2.2	.0272	8,374	.0091	4,691	1,309	391	184	236	43	906	144	0	30	.0208	68
Napierville		13.6	.0565	3.9	.0482	51,292	.0560	9,252	2,627	1,838	1,766	1,716	21,882	3,824	220	962	99	.0515	91
Nicolet		34.6	.1436	10.3	.1274	88,774	.0968	24,511	7,087	5,303	2,091	2,925	24,818	8,323	734	712	67	.1222	85
Nouveau-Québec Terr.		36.4	.1511	9.0	.1113	94,983	.1036	17,590	6,151	30,513	2,869	3,207	15,651	5,439	1,389	1,449	69	.1314	87
Papineau		40.0	.1661	12.7	.1571	92,946	.1014	32,022	6,050	9,045	3,590	3,239	12,989	10,910	2,440	1,306	61	.1185	71
Pontiac		21.3	.0884	6.4	.0791	46,861	.0511	14,134	10,161	4,792	1,268	769	5,717	4,975	679	0	58	.0627	71
Portneuf		61.8	.2565	18.8	.2325	144,177	.1572	46,393	10,962	4,791	6,019	4,963	32,658	13,834	3,213	1,748	61	.2013	78
Québec	520	452.8	1.8796	154.0	1.9045	1,971,036	2.1497	517,456	194,952	274,290	140,812	73,003	290,180	87,414	25,971	43,931	114	1.9902	106
Beauport		58.2	.2416	18.3	.2263	107,374	.1171	35,364	21,142	11,526	1,338	6,178	10,577	3,086	2,106	3,066	48	.2323	96
Charlesbourg		71.3	.2960	21.3	.2634	124,456	.1357	48,896	11,622	9,808	5,156	3,044	15,760	4,682	1,912	5,007	46	.2866	97
▲Québec		159.6	.6625	63.0	.7791	1,164,725	1.2703	283,399	109,793	169,863	89,336	40,481	197,066	29,709	5,535	22,748	192	.8556	129
Ste-Foy		70.3	.2918	24.9	.3079	383,312	.4181	85,444	42,588	52,897	32,856	13,834	65,151	16,748	4,614	8,790	143	.4429	152
Richelieu		51.5	.2138	16.5	.2040	158,527	.1729	50,291	13,769	14,056	13,630	7,512	25,746	9,363	2,992	2,857	81	.2080	97
Richmond		39.7	.1648	12.3	.1521	109,126	.1190	36,845	6,493	5,055	5,055	6,727	24,569	8,379	1,795	1,072	72	.1411	86
Rimouski		67.3	.2793	20.7	.2560	313,336	.3418	86,846	17,727	33,166	19,450	15,562	75,077	19,696	3,155	3,091	122	.2831	101
Rimouski		29.6	.1229	10.3	.1274	176,601	.1926	32,313	11,468	25,784	14,979	7,658	38,405	8,029	2,579	2,427	157	.1499	122
Rivière-du-Loup		41.3	.1715	12.7	.1571	142,238	.1551	29,049	7,010	12,103	10,156	7,064	44,090	9,098	1,138	2,212	90	.1541	90
Rouville		41.9	.1739	13.0	.1607	83,746	.0913	22,213	9,832	3,459	1,081	4,522	22,901	6,623	1,038	2,861	53	.1349	78
Saguenay		121.8	.5056	36.1	.4465	452,115	.4931	80,092	24,750	98,817	20,822	13,831	110,553	27,891	3,193	7,344	98	.5039	100
Sept-Îles		35.2	.1461	12.3	.1521	156,769	.1710	25,880	7,960	21,469	8,288	5,595	37,038	12,507	1,823	3,821	117	.1575	108
St-Hyacinthe		58.2	.2416	19.9	.2461	176,229	.1922	44,249	10,805	21,955	13,374	9,525	35,171	9,009	6,372	3,869	80	.1898	79
St-Hyacinthe		47.0	.1951	17.3	.2139	158,549	.1729	38,289	9,969	20,653	13,317	8,620	30,679	7,424	4,743	3,711	89	.1693	87
St-Jean		55.1	.2287	18.4	.2275	208,144	.2271	62,908	15,986	24,826	13,240	10,492	29,513	11,388	3,879	4,966	99	.2334	102
St-Jean-sur-Richelieu		35.7	.1482	12.9	.1595	163,554	.1784	53,346	12,413	15,292	12,992	8,844	23,804	7,260	3,000	3,590	120	.1690	114

Que. (cont.) ESTIMATES		POPULATION 12/31/80						RETAIL SALES BY STORE GROUP—1980									SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
St-Maurice	.533	110.7	.4595	38.7	.4786	461,281	.5031	114,925	37,934	48,064	36,529	20,706	102,336	20,715	8,203	9,557	109	.4272	93
△Shawinigan		24.4	.1013	9.2	.1138	119,950	.1308	32,890	8,378	9,122	8,362	6,759	28,537	4,563	1,093	2,288	129	.1009	100
△Trois-Rivières		52.8	.2192	20.5	.2535	244,657	.2668	60,708	23,260	31,372	24,334	10,166	44,841	9,958	3,415	5,539	122	.2223	101
Shefford		66.3	.2752	21.9	.2708	242,678	.2646	61,221	18,931	22,262	14,329	10,347	63,528	14,003	1,592	2,631	96	.2560	93
Granby		36.7	.1523	13.8	.1707	161,561	.1762	39,318	11,973	19,780	11,834	7,611	36,817	4,193	1,207	2,019	116	.1686	111
Sherbrooke	.528	108.8	.4517	37.9	.4687	507,332	.5534	129,161	35,339	49,216	43,540	22,868	100,613	34,136	2,509	9,627	123	.4864	108
△Sherbrooke		69.5	.2885	26.1	.3228	434,701	.4741	106,513	30,238	35,500	42,063	18,834	89,769	27,366	2,116	9,198	164	.3537	123
Soulanges		15.0	.0622	4.5	.0557	48,735	.0531	10,167	6,076	3,159	487	2,808	9,919	9,691	604	0	85	.0603	97
Stanstead		36.3	.1507	11.9	.1471	132,281	.1443	42,852	6,763	7,132	5,716	7,148	31,633	10,694	1,303	1,741	96	.1381	92
Témiscamingue		55.0	.2283	17.3	.2140	181,956	.1984	49,973	9,188	17,421	15,722	9,159	40,672	13,788	1,861	1,933	87	.1955	86
Témiscouata		19.3	.0802	5.3	.0655	47,142	.0514	10,406	3,088	6,832	2,572	3,055	10,419	4,825	1,878	755	64	.0567	71
Terrebonne	.514	184.2	.7646	58.5	.7235	712,216	.7768	213,467	70,302	32,624	33,212	33,038	136,451	61,150	9,458	16,319	102	.7278	95
St-Jérôme		24.2	.1005	10.0	.1237	168,455	.1837	50,369	15,123	11,365	12,645	9,489	24,444	9,234	3,209	4,244	183	.1311	130
Vaudreuil	.514	40.8	.1693	13.0	.1607	171,802	.1874	57,619	17,099	2,360	3,516	7,278	36,880	15,790	1,032	3,382	111	.1953	115
Verchères		63.9	.2653	19.6	.2424	195,169	.2129	51,967	12,908	3,983	4,288	5,982	65,906	17,052	2,043	3,833	80	.2324	88
Wolfe		14.8	.0614	4.4	.0544	34,614	.0377	10,472	2,247	2,124	1,301	1,363	9,464	2,443	471	0	61	.0445	72
Yamaska		15.4	.0639	4.5	.0557	29,832	.0326	10,476	2,381	4,350	551	487	4,920	3,697	277	248	51	.0446	70
Province Totals		6,325.4	26.2569	2,099.1	25.9588	22,980,871	25.0641	6,305,182	2,100,319	2,543,728	1,339,158	917,740	4,346,930	1,471,170	307,655	460,627	95	25.0048	95

Que. ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Abitibi		616,002	.3094	6,696	22,238	1.7	4.8	2.8	16.1	74.6
Argenteuil		240,022	.1206	7,668	22,644	7.4	13.3	15.6	45.7	18.0
Arthabaska		355,948	.1788	6,300	20,224	1.8	7.7	8.8	49.8	31.9
Victoriaville		159,685	.0802	7,532	21,291	1.9	11.7	13.3	51.2	21.9
Bagot		145,727	.0732	5,299	17,991	2.3	5.4	7.8	32.7	51.8
Beauce		466,114	.2341	6,483	22,518	4.2	7.1	8.5	43.0	37.2
Beauharnois		325,516	.1635	6,383	19,376	3.9	5.4	3.1	17.6	70.0
Valleyfield		200,849	.1009	7,304	20,495	3.6	3.8	2.9	17.7	72.0
Bellechasse		130,583	.0656	5,753	20,404	4.4	3.8	4.9	42.6	44.3
Berthier		198,705	.0998	6,210	19,674	3.5	5.3	2.0	58.6	30.6

		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Bonaventure		209,785	.1054	4,867	18,085	6.3	9.5	6.6	29.5	48.1
Brome		107,941	.0542	6,746	20,366	7.1	19.5	14.9	9.7	48.8
Chambly	.514	2,549,647	1.2807	8,300	25,169	3.2	4.9	5.1	21.5	65.3
Boucherville		237,975	.1195	7,627	26,442	2.3	3.7	4.9	25.2	63.9
Longueuil		1,176,731	.5911	8,921	24,313	2.1	4.6	4.6	26.1	62.6
St-Bruno-de-Montarville		247,322	.1242	9,093	31,708	1.5	2.2	2.6	15.7	78.0
St-Hubert		382,017	.1919	6,655	22,340	6.0	7.9	7.6	21.2	57.3
St-Lambert		285,138	.1432	12,844	34,773	1.9	2.0	2.0	10.3	83.8
Champlain	.533	869,187	.4366	6,965	21,730	4.9	9.2	7.8	23.6	54.5
Cap-de-la-Madeleine		256,063	.1286	7,074	20,162	2.6	8.3	6.4	18.5	64.2



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Que. (cont.)

S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0-$4,999 (B) $5,000-$7,999 (C) $8,000-$9,999 (D) $10,000-$14,999 (E) $15,000 & Over A	B	C	D	E
Charlevoix-Est		**106,973**	**.0538**	**5,630**	**20,572**	**2.6**	**2.2**	**3.8**	**22.8**	**68.6**
Charlevoix-Ouest		**82,878**	**.0416**	**5,212**	**19,274**	**4.3**	**2.7**	**4.0**	**20.6**	**68.4**
Châteauguay	**514**	**393,198**	**.1975**	**6,488**	**21,724**	**4.4**	**5.8**	**3.8**	**19.2**	**66.8**
Châteauguay		285,094	.1432	7,236	23,758	5.1	6.7	3.7	22.1	62.4
Chicoutimi	**503**	**1,081,198**	**.5431**	**6,268**	**21,711**	**2.1**	**3.7**	**4.3**	**22.0**	**67.9**
▲Chicoutimi		411,901	.2069	6,698	21,794	2.3	3.7	3.5	19.8	70.7
▲Jonquière		400,575	.2012	6,621	22,010	1.9	4.9	6.3	5.5	81.4
La Baie		109,538	.0550	5,167	18,566	2.2	2.8	2.3	13.6	79.1
Compton		**112,376**	**.0564**	**5,482**	**18,125**	**9.3**	**4.7**	**3.7**	**19.0**	**63.3**
Deux-Montagnes	**514**	**454,309**	**.2283**	**7,121**	**23,418**	**2.2**	**5.4**	**4.9**	**16.1**	**71.4**
St-Eustache		202,246	.1016	7,690	24,367	2.2	5.4	4.9	16.0	71.5
Dorchester		**220,623**	**.1108**	**6,566**	**23,723**	**3.2**	**5.2**	**6.3**	**51.6**	**33.7**
Drummond		**483,339**	**.2428**	**6,846**	**20,480**	**3.1**	**8.3**	**9.9**	**47.3**	**31.4**
Drummondville		224,906	.1130	7,702	19,223	4.4	11.8	14.0	36.6	33.2
Frontenac		**155,452**	**.0780**	**5,911**	**19,930**	**3.7**	**26.2**	**18.5**	**23.9**	**27.7**
Gaspé-Est		**224,977**	**.1131**	**5,905**	**23,194**	**7.2**	**5.5**	**4.7**	**39.9**	**42.7**
Gaspé-Ouest		**121,004**	**.0607**	**6,237**	**22,408**	**6.4**	**5.7**	**5.6**	**38.1**	**44.2**
Gatineau	**517**	**316,323**	**.1589**	**6,469**	**20,811**	**3.5**	**4.3**	**4.1**	**18.1**	**70.0**
Aylmer		280,241	.1408	9,158	27,747	1.9	2.9	2.1	17.9	75.2
Hull	**517**	**1,256,390**	**.6311**	**9,144**	**27,313**	**2.2**	**4.3**	**4.7**	**22.5**	**66.3**
Gatineau		610,865	.3068	7,431	25,775	2.7	4.5	4.3	25.7	62.8
▲Hull		645,525	.3243	11,694	28,947	1.7	4.1	5.0	19.1	70.1
Huntingdon		**114,359**	**.0575**	**6,215**	**19,383**	**3.0**	**13.0**	**10.9**	**58.9**	**14.2**
Iberville		**197,106**	**.0990**	**8,570**	**27,761**	**.9**	**4.6**	**2.2**	**48.6**	**43.7**
Île-de-Montréal	**514**	**15,376,166**	**7.7235**	**8,966**	**23,255**	**5.4**	**8.2**	**7.4**	**31.9**	**47.1**
Anjou		358,916	.1552	8,349	25,321	2.4	6.3	7.0	35.4	48.9
Beaconsfield		235,196	.1181	11,760	42,763	.4	.9	1.1	11.6	86.0
Côte-St-Luc		364,986	.1833	14,038	36,137	1.7	3.2	3.3	19.6	72.2
Dollard-des-Ormeaux		448,871	.2255	9,332	31,172	.6	1.8	2.4	31.4	63.8
Lachine		299,808	.1506	8,818	23,985	4.0	8.0	7.3	36.4	44.3
LaSalle		677,159	.3401	8,783	24,184	2.7	7.4	7.7	40.2	42.0
▲Montréal		8,191,412	4.1146	8,723	20,912	7.2	9.7	8.4	31.5	43.2
Montréal-Nord		843,569	.4237	8,103	22,616	3.9	9.2	9.2	39.3	38.4
Mont-Royal		296,616	.1490	16,479	47,082	1.0	1.5	1.4	12.4	83.7
Outremont		290,475	.1459	12,103	34,174	3.3	5.0	4.6	19.2	67.9
Pierrefonds		313,074	.1573	8,239	27,953	1.1	3.5	4.2	34.0	57.2
Pointe-aux-Trembles		238,619	.1199	6,628	23,394	3.7	9.0	9.4	37.0	40.9
Pointe-Claire		275,441	.1384	11,976	34,430	1.1	2.3	2.5	23.4	70.7
St-Laurent		681,351	.3422	10,798	28,155	2.4	5.2	5.2	30.9	56.3
St-Léonard		890,374	.4472	8,014	23,807	2.3	5.6	6.1	36.5	49.5
Verdun		512,989	.2577	8,536	21,024	6.1	10.2	9.4	36.0	38.3
Westmount		369,743	.1857	18,487	47,403	1.4	2.3	2.0	11.5	82.8
Île-Jésus	**514**	**1,907,825**	**.9584**	**7,447**	**24,649**	**2.4**	**6.5**	**6.9**	**35.0**	**49.2**
Laval		1,907,825	.9583	7,447	24,649	2.4	6.5	6.9	35.0	49.2
Îles-de-la-Madeleine		**65,510**	**.0329**	**4,853**	**19,268**	**10.2**	**7.1**	**5.6**	**45.9**	**31.2**
Joliette		**453,439**	**.2277**	**7,608**	**23,253**	**2.9**	**5.0**	**4.5**	**42.8**	**44.8**
Kamouraska		**187,578**	**.0943**	**6,232**	**22,068**	**5.6**	**13.0**	**16.3**	**35.5**	**29.6**
Labelle		**212,253**	**.1066**	**6,654**	**21,440**	**2.3**	**5.3**	**4.1**	**69.8**	**18.5**
Lac-St-Jean-Est		**322,952**	**.1622**	**6,686**	**24,282**	**6.0**	**7.7**	**10.5**	**22.5**	**53.3**
Alma		179,282	.0901	6,519	22,134	6.1	7.9	8.3	25.5	52.2
Lac-St-Jean-Ouest		**347,094**	**.1743**	**5,681**	**21,294**	**8.8**	**8.3**	**9.6**	**23.2**	**50.1**
Laprairie	**514**	**740,393**	**.3720**	**7,352**	**25,356**	**4.3**	**7.0**	**6.1**	**15.1**	**67.5**
Brossard		464,694	.2334	8,542	28,863	4.2	6.8	5.9	14.7	68.4
L'Assomption	**514**	**772,181**	**.3878**	**7,163**	**24,436**	**2.1**	**2.8**	**2.1**	**15.8**	**77.2**
Repentigny		298,830	.1501	8,712	27,928	2.0	2.7	2.1	15.6	77.6
Lévis	**520**	**693,560**	**.3484**	**7,863**	**25,220**	**2.3**	**4.4**	**4.1**	**24.3**	**64.9**
L'Islet		**137,938**	**.0693**	**6,386**	**23,379**	**3.8**	**8.0**	**5.9**	**57.5**	**24.8**
Lotbinière		**185,401**	**.0931**	**6,222**	**21,812**	**3.0**	**25.1**	**10.8**	**20.1**	**41.0**
Maskinongé		**119,310**	**.0600**	**5,575**	**18,355**	**1.6**	**2.1**	**2.3**	**14.4**	**79.6**
Matane		**185,449**	**.0931**	**6,507**	**21,316**	**7.1**	**9.7**	**7.2**	**29.5**	**46.5**
Matapédia		**128,359**	**.0645**	**5,304**	**19,448**	**9.2**	**11.7**	**7.7**	**25.0**	**46.4**
Mégantic		**338,289**	**.1699**	**5,945**	**19,899**	**5.8**	**8.8**	**9.9**	**24.0**	**51.5**
Thetford Mines		122,488	.0615	6,034	17,498	9.1	6.5	9.3	15.1	60.0
Missisquoi		**238,428**	**.1198**	**6,679**	**20,378**	**3.9**	**5.9**	**5.1**	**25.6**	**59.5**
Montcalm		**135,165**	**.0679**	**5,120**	**15,536**	**5.1**	**7.3**	**4.0**	**10.0**	**73.6**
Montmagny		**163,968**	**.0823**	**6,507**	**22,773**	**5.1**	**10.0**	**14.8**	**50.2**	**19.9**
Montmorency 1	**520**	**151,213**	**.0760**	**6,274**	**21,915**	**1.6**	**1.6**	**3.0**	**8.3**	**85.5**
Montmorency 2	**520**	**47,738**	**.0240**	**6,451**	**21,699**	**1.6**	**1.0**	**1.6**	**6.0**	**89.8**
Napierville		**93,069**	**.0467**	**6,843**	**23,864**	**4.0**	**7.4**	**6.9**	**44.0**	**37.7**
Nicolet		**256,489**	**.1288**	**7,413**	**24,902**	**4.0**	**8.0**	**6.1**	**34.2**	**47.7**
Nouveau-Québec Terr.		**279,341**	**.1404**	**7,674**	**31,038**	**1.6**	**3.5**	**2.3**	**12.7**	**79.9**
Papineau		**217,980**	**.1095**	**5,450**	**17,164**	**5.9**	**6.6**	**5.8**	**12.9**	**68.8**
Pontiac		**118,343**	**.0594**	**5,556**	**18,491**	**7.4**	**11.1**	**6.5**	**19.2**	**55.8**
Portneuf		**409,701**	**.2058**	**6,629**	**21,793**	**3.9**	**9.7**	**10.9**	**18.5**	**57.0**
Québec	**520**	**3,859,258**	**1.9385**	**8,523**	**25,060**	**3.4**	**5.8**	**6.8**	**26.8**	**57.2**
Beauport		592,524	.2976	10,181	32,378	.2	1.7	2.0	20.1	76.0
Charlesbourg		743,296	.3734	10,425	34,897	.1	1.2	1.5	18.5	78.7
▲Québec		1,361,592	.6839	8,531	21,613	7.7	7.4	7.9	45.3	31.7
Ste-Foy		1,031,652	.5182	14,675	41,432	.1	.5	.6	11.8	87.0
Richelieu		**451,890**	**.2270**	**8,775**	**27,387**	**.8**	**1.4**	**1.2**	**30.8**	**65.8**
Richmond		**287,730**	**.1446**	**7,248**	**23,393**	**1.3**	**2.7**	**2.9**	**9.0**	**84.1**
Rimouski		**497,176**	**.2497**	**7,387**	**24,018**	**7.6**	**6.4**	**5.0**	**34.1**	**46.9**
Rimouski		268 778	.1350	9,080	26,095	7.3	4.4	5.4	35.0	47.9
Rivière-du-Loup		**291,842**	**.1466**	**7,066**	**22,980**	**4.4**	**4.4**	**4.6**	**25.9**	**60.7**
Rouville		**289,326**	**.1453**	**6,905**	**22,256**	**3.3**	**7.7**	**10.5**	**33.7**	**44.8**
Saguenay		**1,014,962**	**.5098**	**8,333**	**28,115**	**2.6**	**4.1**	**2.1**	**9.3**	**81.9**
Sept-Îles		306,466	.1539	8,706	24,916	1.7	3.8	1.0	7.8	85.7
St-Hyacinthe		**333,354**	**.1675**	**5,728**	**16,751**	**5.1**	**7.0**	**10.2**	**39.0**	**38.7**
St-Hyacinthe		312,102	.1568	6,640	18,041	4.3	7.8	10.7	36.4	40.8
St-Jean		**476,066**	**.2391**	**8,640**	**25,873**	**2.9**	**6.6**	**9.4**	**37.4**	**43.7**
St-Jean-sur-Richelieu		341,665	.1716	9,570	26,486	2.9	7.7	8.4	42.4	38.6
St-Maurice	**533**	**734,346**	**.3689**	**6,634**	**18,975**	**8.3**	**7.5**	**5.4**	**18.9**	**59.9**
△Shawinigan		164,806	.0828	6,754	17,914	9.7	5.6	5.3	24.1	55.3
△Trois-Rivières		391,994	.1969	7,424	19,122	10.6	6.5	6.4	11.4	65.1
Shefford		**483,968**	**.2431**	**7,300**	**22,099**	**3.3**	**7.4**	**5.6**	**42.8**	**40.9**
Granby		339,569	.1706	9,253	24,606	2.4	4.9	3.2	44.2	45.3
Sherbrooke	**528**	**915,973**	**.4601**	**8,419**	**24,168**	**5.8**	**6.5**	**6.1**	**33.9**	**47.7**
△Sherbrooke		612,387	.3076	8,811	23,463	4.8	8.2	7.2	36.7	43.1

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Que. (cont.)
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Soulanges		126,973	.0638	8,465	28,216	5.1	10.2	9.3	24.3	51.1
Stanstead		257,055	.1291	7,081	21,601	5.5	12.7	12.5	31.1	38.2
Témiscamingue		359,964	.1808	6,545	20,807	5.1	6.0	4.5	23.1	61.3
Témiscouata		100,393	.0504	5,202	18,942	6.8	5.9	6.0	28.1	53.2
Terrebonne	514	1,360,896	.6836	7,388	23,263	4.6	6.6	6.9	26.9	55.0
St-Jérôme		222,377	.1117	9,189	22,238	3.6	6.9	8.5	27.3	53.7

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Vaudreuil	514	419,377	.2107	10,279	32,260	5.1	12.1	6.1	30.1	46.6
Verchères		459,567	.2308	7,192	23,447	2.1	2.2	3.4	16.2	76.1
Wolfe		82,878	.0416	5,600	18,836	10.3	12.7	12.3	21.2	43.5
Yamaska		88,183	.0443	5,726	19,596	2.3	1.3	1.1	38.4	56.9
Province Totals		48,711,991	24.4684	7,701	23,206	4.4	7.0	6.6	28.7	53.3

PRINCE EDWARD ISLAND

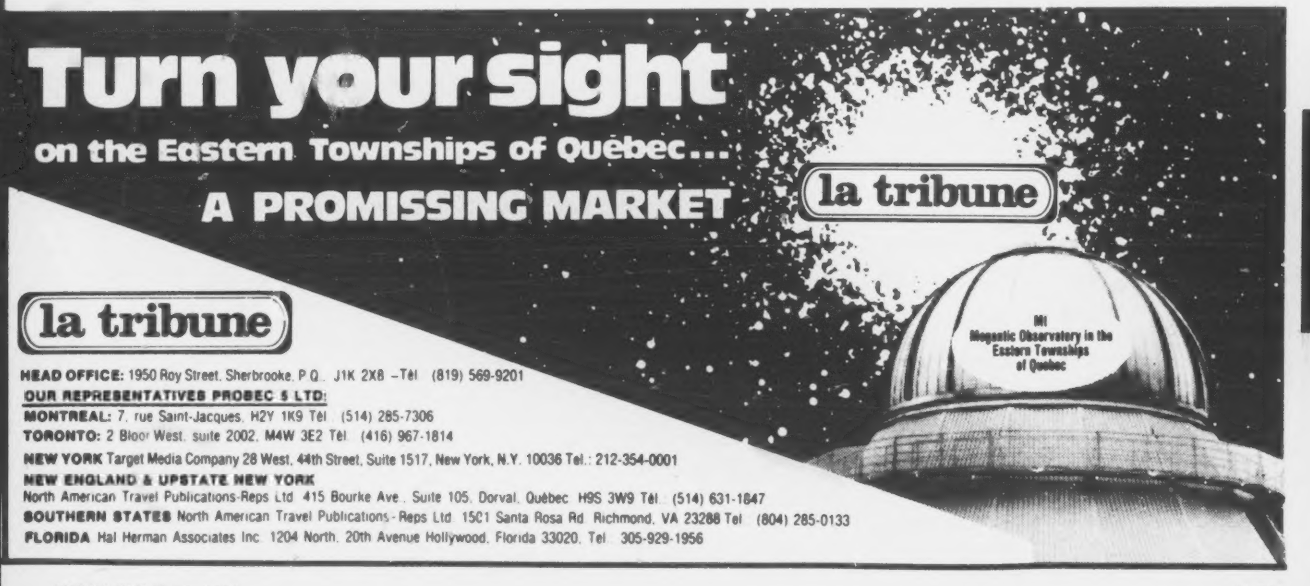
P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	POPULATION 12/31/80 Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	RETAIL SALES BY STORE GROUP—1980 Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	SALES/ ADVERTISING INDEXES Sales Activity	Buying Power	Quality
Kings		18.9	.0785	5.6	.0693	45,350	.0495	9,329	2,245	10,513	1,257	392	7,313	6,717	39	977	63	.0552	70
Prince		46.1	.1913	13.1	.1620	127,457	.1390	22,929	5,837	36,713	3,826	2,474	27,164	11,424	338	3,279	73	.1402	73
Queens		59.1	.2453	18.5	.2287	223,497	.2437	42,899	19,161	47,155	9,233	7,766	45,981	19,881	1,024	6,540	99	.2295	94
Province Totals		124.1	.5151	37.2	.4600	396,304	.4322	75,157	27,243	94,381	14,316	10,632	80,458	38,022	1,401	10,796	84	.4249	82

P.E.I.
S&MM ESTIMATES

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Kings		98,261	.0494	5,199	17,547	8.5	24.3	20.4	27.8	19.0
Prince		239,740	.1204	5,200	18,301	8.0	18.3	17.8	30.9	25.0

County City	Metro Area Code	EFFECTIVE BUYING INCOME—1980 Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	% of Households by EBI Group: (A) $0–$4,999	(B) $5,000–$7,999	(C) $8,000–$9,999	(D) $10,000–$14,999	(E) $15,000 & Over
Queens		427,134	.2145	7,227	23,088	7.5	13.3	13.0	34.6	31.6
Province Totals		765,135	.3843	6,165	20,568	7.8	16.7	15.8	32.3	27.4



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NOVA SCOTIA

N.S. S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Annapolis		23.4	.0972	7.2	.0891	82,686	.0902	15,483	4,074	13,908	1,838	2,183	25,500	4,822	2,113	2,865	93	.0863	89
Antigonish		18.5	.0768	5.0	.0618	92,159	.1005	16,012	7,007	10,940	3,010	1,300	30,912	7,517	769	2,605	131	.0743	97
Cape Breton	530	123.8	.5139	34.9	.4316	351,586	.3835	106,160	21,836	65,306	20,285	8,854	55,578	22,115	1,501	9,390	75	.3991	78
△Glace Bay		20.3	.0843	5.9	.0730	51,271	.0559	20,171	2,670	9,760	2,545	1,046	6,857	2,294	458	1,048	66	.0621	74
△Sydney		27.4	.1137	8.9	.1101	155,258	.1693	42,861	9,325	27,419	13,005	4,736	33,354	6,113	723	5,564	149	.1263	111
Colchester		47.1	.1955	15.3	.1892	198,137	.2161	34,424	10,207	32,606	6,047	7,880	50,517	18,421	2,002	7,403	111	.1803	92
Cumberland		36.4	.1511	12.1	.1496	87,428	.0953	22,587	3,454	14,684	3,355	1,766	17,515	8,558	1,154	3,768	63	.1007	67
Digby		20.9	.0867	6.6	.0817	57,325	.0626	15,911	2,206	8,265	1,134	2,475	12,193	4,987	993	1,784	72	.0681	79
Guysborough		13.4	.0557	4.1	.0507	18,987	.0207	7,047	1,486	4,467	92	141	118	2,296	0	434	37	.0307	55
Halifax	506	285.7	1.1859	95.7	1.1835	1,077,279	1.1749	249,621	105,345	147,528	64,532	24,943	231,913	68,794	4,448	43,268	99	1.2176	103
△Dartmouth		66.2	.2748	22.6	.2795	255,409	.2786	72,597	21,445	29,271	12,309	7,793	64,544	13,088	692	11,973	101	.2972	108
▲Halifax		111.3	.4620	43.3	.5355	637,785	.6956	128,450	77,914	108,750	47,994	15,440	130,089	29,740	2,235	19,670	151	.5924	128
Hants		35.3	.1465	10.5	.1298	81,037	.0884	27,634	4,614	9,567	2,535	2,209	18,299	8,839	2,613	1,328	60	.1135	77
Inverness		21.5	.0893	6.0	.0742	65,475	.0714	12,206	3,565	16,911	1,968	1,106	6,618	6,425	315	1,783	80	.0653	73
Kings		50.6	.2100	16.1	.1991	171,027	.1865	44,374	8,537	26,269	6,152	5,974	38,903	9,909	2,828	9,122	89	.1973	94
Lunenburg		48.7	.2022	16.3	.2016	181,609	.1981	45,067	10,397	29,673	6,483	4,355	31,561	11,770	1,730	8,895	98	.1743	86
Pictou		52.1	.2163	16.4	.2028	169,506	.1849	43,961	8,931	22,025	8,971	4,228	35,345	12,988	3,339	7,659	85	.1823	84
Queens		13.5	.0560	4.5	.0556	42,114	.0459	9,460	743	7,591	1,409	1,633	9,040	4,159	1,096	1,823	82	.0466	83
Richmond		13.4	.0556	3.7	.0458	19,357	.0211	6,249	2,009	3,615	105	159	1,741	2,378	0	551	38	.0325	58
Shelburne		18.9	.0785	6.0	.0742	52,263	.0570	7,323	3,340	13,346	1,433	1,535	12,486	4,808	505	976	73	.0586	75
Victoria		7.8	.0323	2.3	.0284	26,033	.0284	3,849	1,667	4,576	0	30	10,243	3,272	0	473	88	.0254	79
Yarmouth		25.4	.1055	8.2	.1014	82,194	.0896	20,147	6,290	11,406	5,526	3,235	12,001	6,020	2,352	3,303	85	.0860	82
Province Totals		856.4	3.5550	270.9	3.3501	2,856,202	3.1151	687,515	206,508	442,686	134,875	74,006	600,483	208,078	27,758	107,430	88	3.1389	88

N.S. S&MM ESTIMATES		$$ EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Annapolis		158,663	.0797	6,780	22,037	7.9	12.1	16.1	27.3	36.6
Antigonish		114,526	.0576	6,191	22,905	7.7	14.2	9.5	27.0	41.6
Cape Breton	530	721,900	.3626	5,831	20,685	6.0	8.6	6.5	33.9	45.0
△Glace Bay		113,248	.0569	5,579	19,195	7.2	8.8	6.5	35.9	41.6
△Sydney		210,056	.1055	7,666	23,602	3.8	6.2	5.4	33.2	51.4
Colchester		304,328	.1528	6,461	19,891	8.3	13.0	13.7	26.3	38.7
Cumberland		166,822	.0838	4,583	13,787	8.1	13.1	8.3	53.7	16.8
Digby		126,770	.0637	6,066	19,208	11.1	15.6	8.0	44.6	20.7
Guysborough		53,586	.0269	3,999	13,070	4.7	8.0	10.3	6.0	71.0
Halifax	506	2,499,831	1.2557	8,750	26,122	3.7	7.5	7.8	28.0	53.0
△Dartmouth		631,885	.3174	9,545	27,960	2.0	5.7	7.1	22.4	62.8
▲Halifax		1,159,840	.5826	10,421	26,786	3.8	7.1	8.1	34.0	47.0
Hants		229,943	.1155	6,514	21,899	4.3	9.0	6.6	35.0	45.1
Inverness		103,765	.0521	4,826	17,294	8.8	8.2	5.4	17.3	60.3
Kings		395,673	.1988	7,820	24,576	7.1	15.0	15.1	36.4	26.4
Lunenburg		295,950	.1487	6,077	18,156	7.0	11.8	9.1	31.8	40.3
Pictou		332,979	.1672	6,391	20,304	7.1	8.1	7.4	36.9	40.5
Queens		85,941	.0432	6,366	19,098	5.5	9.2	4.0	42.0	39.3
Richmond		59,760	.0300	4,460	16,151	3.2	4.5	3.1	6.9	82.3
Shelburne		102,894	.0517	5,444	17,149	10.8	20.7	17.4	30.0	21.1
Victoria		41,744	.0209	5,352	18,150	6.9	19.4	16.5	31.5	25.7
Yarmouth		151,306	.0761	5,957	18,452	7.5	20.3	20.6	34.5	17.1
Province Totals		5,946,381	2.9870	6,943	21,950	5.9	10.2	9.2	31.4	43.3

NEW BRUNSWICK

N.B. S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Albert	513	23.5	.0975	7.3	.0903	22,302	.0244	8,369	2,088	1,889	407	722	729	4,164	0	1,392	25	.0631	65
Carleton		24.9	.1034	7.9	.0977	88,859	.0969	16,343	2,593	13,623	3,486	2,091	30,318	7,818	1,854	3,082	94	.0873	84
Charlotte		25.2	.1046	8.4	.1039	76,077	.0830	18,722	6,751	10,273	2,440	2,243	20,724	2,974	1,379	2,382	79	.0856	82
Gloucester		85.3	.3541	23.0	.2844	234,369	.2556	56,841	16,159	30,126	13,038	9,584	47,845	17,988	4,738	4,825	72	.2563	72
Kent		33.4	.1386	9.4	.1163	70,764	.0772	15,729	4,149	18,318	847	2,245	8,909	8,251	0	0	56	.0968	70
Kings	523	49.8	.2068	15.1	.1867	97,278	.1060	26,362	5,898	8,447	1,646	2,094	27,401	11,996	476	4,427	51	.1590	77
Madawaska		37.4	.1552	10.9	.1348	104,961	.1145	25,816	11,076	10,918	6,580	4,672	24,766	5,825	1,018	2,428	74	.1233	79
Northumberland		51.1	.2121	14.1	.1744	135,202	.1475	31,381	8,486	21,610	6,418	3,818	29,738	11,169	1,161	5,636	70	.1601	75
Queens		13.2	.0548	4.2	.0519	36,155	.0394	8,720	2,362	10,472	290	167	3,433	3,637	1,026	3,190	72	.0379	69
Restigouche		43.6	.1810	12.3	.1521	119,405	.1302	27,994	5,738	17,046	7,328	3,647	30,425	8,310	1,103	3,692	72	.1306	72
St. John	523	96.2	.3993	32.3	.3995	402,563	.4391	96,557	26,894	78,064	21,581	6,349	95,538	17,609	859	11,445	110	.3861	97
▲St. John		88.2	.3661	30.3	.3747	399,576	.4358	96,010	26,810	77,588	21,581	6,249	95,538	17,349	859	10,500	119	.3678	100
Sunbury		21.3	.0884	6.2	.0766	33,958	.0370	9,808	2,319	3,419	273	562	1,324	4,909	273	1,647	42	.0758	86
Victoria		21.6	.0897	6.6	.0617	64,336	.0702	15,609	2,855	10,446	1,664	4,097	16,449	4,257	923	1,837	78	.0664	74
Westmorland	513	106.8	.4433	34.6	.4278	459,329	.5010	94,389	26,981	85,767	22,942	9,689	115,090	31,550	1,353	19,078	113	.4255	96
△Moncton		53.4	.2217	19.6	.2424	320,704	.3498	63,037	15,538	64,470	20,111	7,430	68,410	14,355	921	17,970	158	.2613	118
York		76.0	.3155	25.1	.3104	316,045	.3447	63,920	15,712	61,146	17,867	6,024	77,112	25,355	1,905	11,737	109	.3002	95
Fredericton		47.6	.1976	17.1	.2115	262,941	.2868	52,658	13,811	55,281	17,624	5,083	66,113	13,481	1,905	10,161	145	.2173	110
Province Totals		709.3	2.9443	217.4	2.5885	2,261,603	2.4667	516,560	140,061	381,564	106,807	58,004	529,801	165,812	18,068	76,798	84	2.4540	83

N.B. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Albert	513	144,579	.0726	6,152	19,805	6.2	6.0	6.2	30.6	51.0
Carleton		149,164	.0749	5,991	18,882	7.9	17.5	15.5	41.8	17.3
Charlotte		158,326	.0795	6,283	18,848	10.2	13.9	14.0	34.5	27.4
Gloucester		433,204	.2176	5,079	18,835	7.3	11.4	9.9	27.2	44.2
Kent		183,062	.0920	5,481	19,475	3.3	12.7	8.8	47.9	27.3
Kings	523	341,855	.1717	6,865	22,639	4.8	7.8	8.8	30.5	48.1
Madawaska		230,108	.1156	6,153	21,111	5.4	9.2	8.3	39.0	38.1
Northumberland		292,745	.1470	5,729	20,762	4.9	12.3	9.3	25.4	48.1
Queens		60,561	.0305	4,588	14,419	13.0	10.0	10.3	42.4	24.3
Restigouche		219,965	.1104	5,045	17,883	3.9	7.4	7.2	15.7	65.8
St. John	523	694,851	.3491	7,223	21,512	4.8	8.3	9.2	31.6	46.1
▲St. John		652,314	.3277	7,396	21,529	4.4	8.5	9.2	31.9	46.0
Sunbury		187,166	.0940	8,787	30,188	1.1	5.4	5.9	58.1	29.5
Victoria		109,209	.0548	5,056	16,547	9.2	11.8	10.5	40.5	28.0
Westmorland	513	742,461	.3730	6,952	21,458	5.1	8.7	10.8	26.3	49.1
△Moncton		445,921	.2240	8,351	22,751	3.7	6.9	8.2	24.0	57.2
York		532,359	.2674	7,005	21,210	6.1	9.9	10.7	31.7	41.6
Fredericton		365,415	.1836	7,677	21,369	5.9	9.9	13.2	35.8	35.2
Province Totals		4,479,615	2.2501	6,316	20,605	3.7	9.8	9.8	31.7	43.0

NEWFOUNDLAND

Nfld. S&MM ESTIMATES		POPULATION 12/31/80				RETAIL SALES BY STORE GROUP—1980											SALES/ ADVERTISING INDEXES		
County City	Metro Area Code	Total Pop. (thousands)	% Of Canada	Households (thousands)	% Of Canada	Total Retail Sales ($000)	% Of Canada	Food ($000)	Eating & Drinking Places ($000)	General Mdse. ($000)	Apparel & Accessories ($000)	Furniture/ Furnish./ Appliance ($000)	Automotive ($000)	Gas Stations ($000)	Hardware ($000)	Drug ($000)	Sales Activity	Buying Power	Quality
Division 1	524	244.1	1.0133	66.1	.8175	766,753	.8363	190,906	56,394	112,643	47,584	24,258	171,240	60,949	906	36,071	83	.8202	81
▲St. John's		87.4	.3626	26.3	.3252	495,166	.5401	106,595	29,645	84,890	41,049	20,388	97,763	44,271	705	22,143	149	.4120	114
Division 2		31.2	.1295	7.5	.0927	74,429	.0812	20,352	4,606	21,554	1,266	1,956	8,119	7,927	335	5,015	63	.0919	71
Division 3		26.3	.1092	5.9	.0730	50,975	.0556	12,346	2,495	21,380	3,526	2,456	1,143	2,829	156	1,713	51	.0720	66
Division 4		29.4	.1220	7.0	.0865	61,997	.0676	16,318	5,684	11,003	6,735	2,512	4,893	8,784	313	1,759	55	.0797	65
Division 5		48.2	.2001	12.4	.1534	143,682	.1567	38,491	8,415	26,010	9,292	6,578	24,525	15,127	147	3,486	78	.1597	80
Corner Brook		25.1	.1042	7.1	.0878	114,758	.1252	28,761	6,296	19,152	7,485	4,570	23,531	12,611	0	3,086	120	.1052	101
Division 6		44.2	.1835	11.3	.1397	192,127	.2095	31,058	12,570	37,216	12,515	8,177	57,576	13,408	415	5,135	114	.1775	97
Division 7		44.5	.1847	11.5	.1422	80,577	.0879	23,105	3,926	23,231	1,249	653	11,819	11,394	40	1,688	48	.1229	67
Division 8		55.8	.2316	13.2	.1633	98,300	.1072	20,907	4,478	46,836	3,536	1,853	2,641	10,288	315	2,748	46	.1325	57
Division 9		25.4	.1055	5.8	.0717	42,749	.0467	14,670	2,868	13,685	948	1,138	822	5,118	392	0	44	.0670	64
Division 10		34.4	.1428	8.5	.1051	113,070	.1233	15,362	30,389	26,851	1,541	1,382	17,082	2,757	0	5,163	86	.1258	88
Province Totals		583.5	2.4222	149.2	1.8451	1,624,659	1.7720	383,515	131,825	340,409	88,192	50,963	299,860	138,581	3,019	62,778	73	1.8492	76

Nfld. S&MM ESTIMATES		EFFECTIVE BUYING INCOME—1980				% of Households by EBI Group: (A) $0–$4,999 (B) $5,000–$7,999 (C) $8,000–$9,999 (D) $10,000–$14,999 (E) $15,000 & Over				
County City	Metro Area Code	Total EBI ($000)	% Of Canada	Per Capita EBI	Average Hsld. EBI	A	B	C	D	E
Division 1	524	1,459,894	.7334	5,981	22,086	6.9	11.2	10.6	31.7	39.6
▲St. John's		706,277	.3548	8,081	26,855	4.2	8.1	9.7	27.4	50.6
Division 2		165,867	.0833	5,316	22,116	5.2	15.2	7.5	35.7	36.4
Division 3		133,367	.0670	5,071	22,605	5.7	9.6	9.6	35.3	39.8
Division 4		139,361	.0700	4,740	19,909	13.0	9.9	3.8	31.3	42.0
Division 5		289,496	.1454	6,006	23,346	8.0	8.7	6.8	16.3	60.2
Corner Brook		186,471	.0937	7,429	26,264	5.0	9.1	7.6	18.7	59.6
Division 6		310,206	.1558	7,018	27,452	4.0	6.4	5.0	24.6	60.0
Division 7		237,116	.1191	5,328	20,619	9.0	9.6	6.2	31.4	43.8
Division 8		215,271	.1081	3,858	16,308	8.7	11.6	6.1	18.5	55.1
Division 9		126,882	.0638	4,995	21,876	8.1	16.0	12.3	9.5	54.1
Division 10		239,966	.1205	6,976	28,231	3.7	5.6	2.3	8.6	79.8
Province Totals		3,317,426	1.6664	5,685	22,235	7.1	10.5	8.2	26.8	47.4

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